ON   OMIDYAR NETWORK

All ID Must Be Good ID

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Why is Good ID the goal?

We are identified in many ways in the digital age—legally in government databases; functionally by doctors, schools, and employers; passively through our digital transactions; and personally in how we choose to share data about ourselves. These separate systems exist for many good reasons—to provide relevant social services to the individuals who want and need them; to include more individuals in the economy; and to empower individuals with choices.

We once relied solely on physical artefacts for identification, a tradition that inherently constrained a potential force for good. But in our increasingly digital futures, digital identities have become a reality for billions.

- How an ID system is designed, rolled out, and managed can include and protect individuals with privacy, security, and control.
- Or it can reinforce power imbalances, exclude, discriminate, and support surveillance.

In 2016, Omidyar Network first introduced the concept of "Good ID" to reflect our vision of a world where individual empowerment becomes the north star for the governments, companies, and entrepreneurs that build identity systems and handle identity data. We want leaders to care about who collects personal data and how much, how they secure it, when they use it, and how individuals can have greater control over it.

By design, Good ID extends beyond the goal of national or "legal identity for all". Good ID applies to all types of digital identities (issued ID, defacto ID or data trails, and self-asserted ID). In the digital age, the opportunities and risks are virtually the same, even if the modalities and issuing institutions differ.

We believe all seven billion people on the planet must have access to Good ID so they can fully engage in society without the threat of exclusion, identity theft, data breaches, surveillance, discrimination, and other harms.

This includes the 1.1 billion individuals who still do not have a legal form of identification and cannot prove who they are in order to register for school, activate a mobile phone, meet know-your-customer requirements to open a bank account, obtain formal employment, or receive social benefits.

"Closing the ID gap is evolutionary; enabling Good ID is revolutionary."

GOOD ID EXPLAINED

At its core, Good ID is inclusive, offers significant personal value, and empowers individuals with privacy, security, and control.

Good ID builds trust with transparency and accountability.

Good ID seeks to address exclusion, discrimination, surveillance, consent, and other key issues of our time.

Good ID is more than the right thing to do from a moral standpoint. It's good for individuals. It's good for society. And it's good for the economy. Companies that leverage privacy as a competitive advantage or business model are faster, more agile, and more attractive to investors.

It also includes everyone who uses the Internet and digital channels that leave data trails that constitute a defacto ID, and whose personal data may be used in unethical or harmful ways. And it applies to individuals who opt to self-assert and protect their identities using self-sovereign technologies like a distributed ledger.

If Target 16.9 of the Sustainable Development Goals aims for everyone to have a legal form of ID, Good ID aims for everyone to have privacy, security, and control over their identity.

Good ID is more than the right thing to do from a moral standpoint. It's good for individuals. It's good for society. And it's good for the economy. Companies that leverage privacy as a competitive advantage or business model are faster, more agile, and more attractive to investors, according to Cisco's Data Privacy Benchmark Study. And McKinsey Global Institute finds that when carefully designed, digital ID could add up to six percent growth to an emerging economy's GDP and three percent to an advanced economy's GDP by 2030. "Digital Identification: A Key to Inclusive Growth" asserts that good technology, policy, and practice drive consumer trust, which drives their acceptance and adoption of digital identity—a precondition for the projected growth. The report also suggests that without such trust (usually born from privacy), the promised GDP and other benefits will not be realized.

As a philanthropic investment firm that invests in and helps scale innovative organizations to catalyze economic and social change, Omidyar Network aims to make useful contributions toward Good ID.

Established in 2004 by Pam and Pierre Omidyar, the founder of eBay, we have committed more than $1.4 billion to early-stage companies and nonprofit organizations across multiple initiatives, including digital identity. Omidyar Network is committed to advancing empowering forms of digital identity and to work with stakeholders to enable required safeguards. To this end, we support identity solutions and activities that build trust; embody transparency and accountability; and enhance privacy, inclusion, user value, user control, and security.

Please help unlock the full potential of Good ID by sharing your learning, viewpoints, projects, events, and other resources on the Good ID online platforms—www.good-id.org and @GoodID.
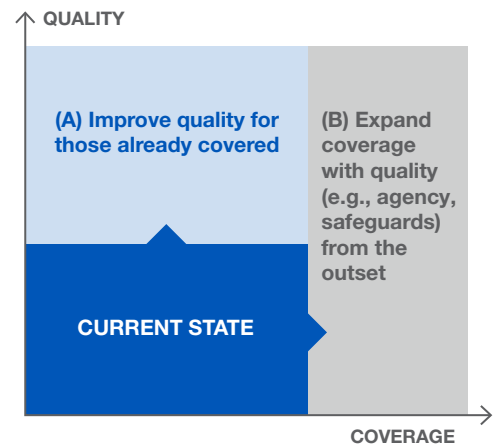
Good ID optimizes for two commitments: improve the quality of digital identification for those who already possess a digital ID and supply Good ID for the 1.1 billion individuals who do not yet have any ID.