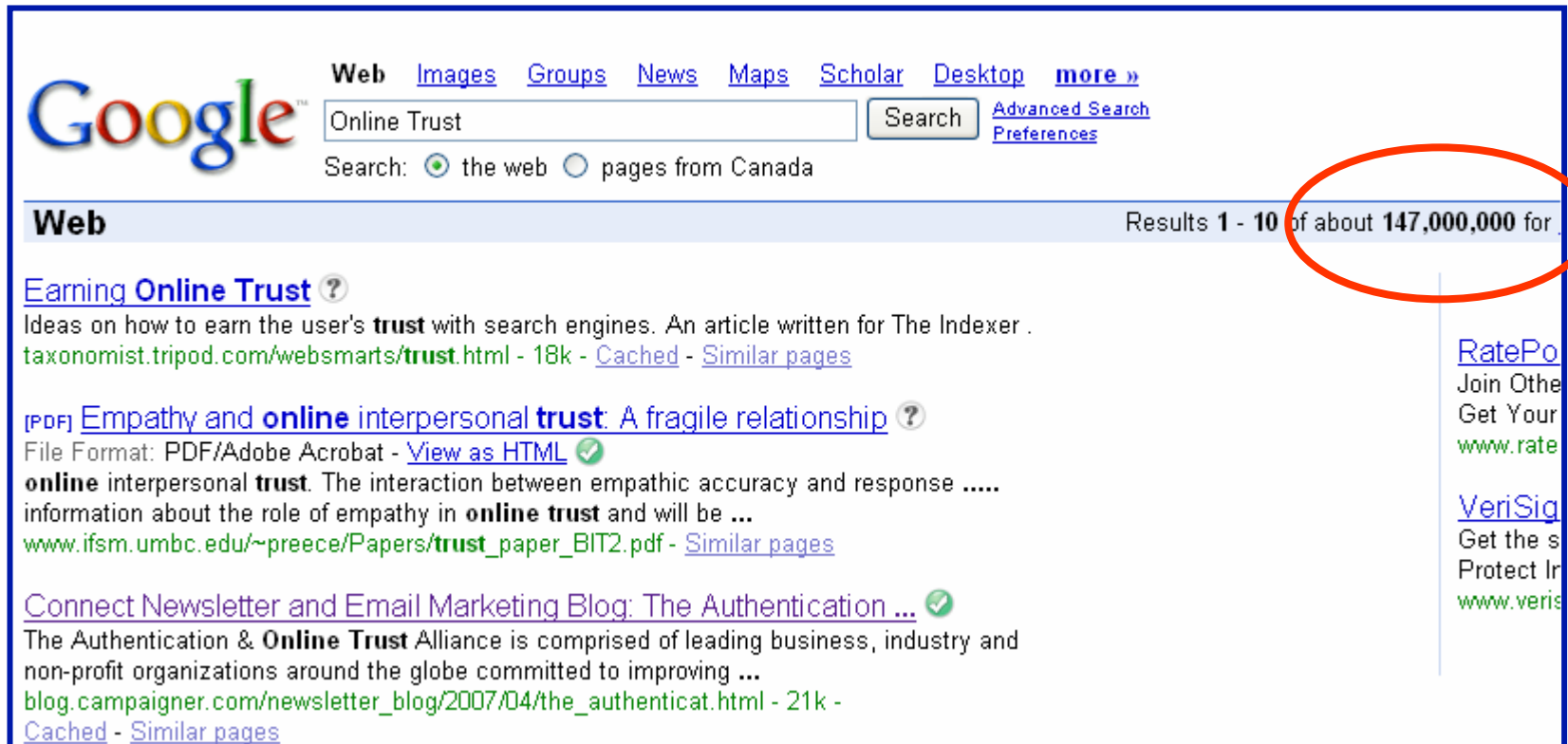


Building Trust for Online Service Delivery

Canada's Secure Channel Platform

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Bell Canada

Online Trust: A Relevant Topic



The screenshot shows a Google search interface with the search term "Online Trust" entered. The search results are displayed under the "Web" tab, showing "Results 1 - 10 of about 147,000,000 for". The number "147,000,000" is circled in red. The search results include:

- [Earning Online Trust](#) ?
Ideas on how to earn the user's **trust** with search engines. An article written for The Indexer .
taxonomist.tripod.com/webSMARTS/trust.html - 18k - [Cached](#) - [Similar pages](#)
- [Empathy and online interpersonal trust: A fragile relationship](#) ?
File Format: PDF/Adobe Acrobat - [View as HTML](#) ✓
online interpersonal **trust**. The interaction between empathic accuracy and response
information about the role of empathy in **online trust** and will be ...
www.ifsm.umbc.edu/~preece/Papers/trust_paper_BIT2.pdf - [Similar pages](#)
- [Connect Newsletter and Email Marketing Blog: The Authentication ...](#) ✓
The Authentication & **Online Trust** Alliance is comprised of leading business, industry and non-profit organizations around the globe committed to improving ...
blog.campaigner.com/newsletter_blog/2007/04/the_authenticat.html - 21k - [Cached](#) - [Similar pages](#)

On the right side of the search results, there are advertisements for RatePo and VeriSig.

Paris Hilton – 23.7 million results

Stephen Harper – 3.1 million results

Topics of Discussion

- **Government On-Line Vision**
- **Defining Trust**
- **The Importance of Policy**
- **Applying Security Principles – Secure Channel**
- **Summary**

Government of Canada's Online Vision

- **Horizontal integration across program service delivery**
- **Enablement of Business Transformation through citizen self-service access to programs**
- **Services accessible anywhere, anytime**
- **Government as an integrated enterprise - no wrong door**
- **Insulation from service provider technologies and processes**
- **Increased program to program collaboration**

While Protecting Program Accountability

Factors of Online Trust

- **INTEGRITY** – service user believes service provider adheres to an acceptable set of principles
- **BENEVOLENCE** – user believes that provider does not mean them harm
- **EASE OF USE** – both parties have the necessary skills and competencies to partake in the transaction

Adapted from Lauer, Deng: Oakland University, 2006

Studies Show That:

- **Privacy Protection leads to greater client trust**
- **Client Trust leads to greater client truthfulness and loyalty**
- **Trust bridges the gap between privacy protection and client honesty**

Culnan, 1993; Wang, Lee, Wang: 1998; Hoffman, Novak, Peralta, 1999; Lauer, Deng, 2006

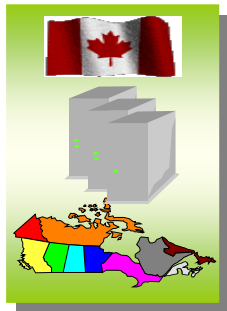
The Policy Framework

- Privacy Act
- PIA Policy
- Privacy and Data Protection Policy
- Data Matching Policy
- Government Security Policy
- Management of IT Security Standard
- Intrusion Detection Standard
- Common Look & Feel Standards
- PKI Management Policy
- Electronic Authorization and Authentication Policy
- GoC and GOL Certificate Policies
- Secure Electronic Signature Regs
- Management of Government Information Policy
- Common Services Policy
- Provincial legislation and policies

Necessary Component of the Trust Framework for Service Delivery

Secure Channel – Built on Policy Framework

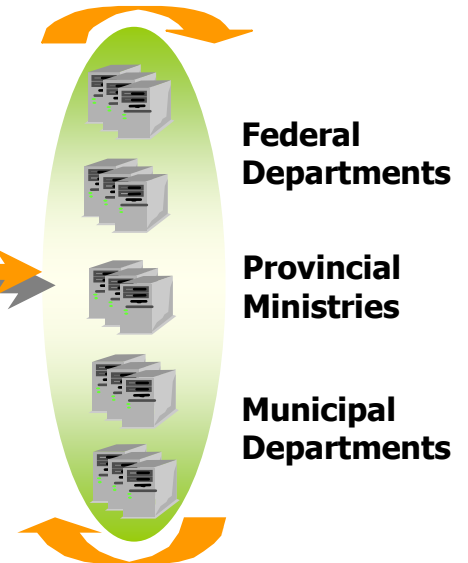
Citizen / Business
/Employees




Access Options



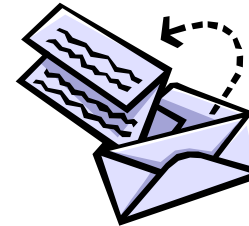
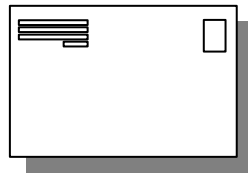
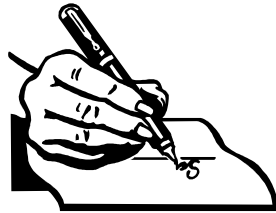
Shared Infrastructure



- End to End secure infrastructure service
- Supports multi-level security requirements (Protected A, B, C)
- Common authentication services – the epass 
- Client data still owned by programs - departmental accountability and autonomy preserved
- Data and service sharing with user consent

Comparing Paper to SC Online Process

PAPER WORLD



Write

Sign

Seal

Send

Open

Verify

ELECTRONIC EQUIVALENT

Write

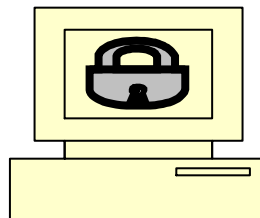
**Digital
Signature**

Encrypt

Deliver

Decrypt

**Signature
Verified**



Secure Channel – Privacy and Security

Privacy

Security

Trusted Brand

 Government of Canada
Gouvernement du Canada



Managed Security Perimeter And Proxy

Anonymous Credential

No Client Data Retention

No Centralized Logging

epass as repeatable credential

End to End encryption using PKI

Digital Signing using PKI

Identity and data stored only at department

Distr. across multiple DC's

Flexibility and power of PKI, ease of use of userid and password

Shifting Sands

From:

Prescriptive policy
based on technology

Vertical service delivery
using shared,
common IT infrastructure

Security and privacy as
a common discipline

To:

Policy based on
standards
and outcomes

Horizontal service
delivery and
transformation

Identity, Security,
Privacy as separate
focus areas

Summary – Trust in Online Service Delivery

Integrity

Policy Framework



Benevolence

Familiarity
Brand



Ease of Use

Familiar Web concepts
Zero footprint technology
Userid/Password process



Thank You



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