

# YourID “DNA”

## What YourID Does

YourID guarantees the privacy of the individual user, empowers them and gives them control over their ID information. YourID brings together trust receivers, trust providers, technology suppliers and other relevant stakeholders. This way, YourID offers and coordinates an identity solution for three main parties:

1. Users, who can securely identify themselves online, whilst their privacy is fully protected and having full control over their identity.
2. Technology companies, that unite their efforts in one solution that is the best in the market and flexible, universal and global in scope.
3. Online platforms, websites and governmental institutions, who receive an access-solution for the best possible price, that they control through YourID’s governance model, providing 30 leading international online players a seat in the board.

## YourID’s Purpose

YourID’s purpose can be summarised as follows:

*Protecting user privacy, personal data and digital identity in a transparent and independent way, promoting the control that users have over their personal data and digital identity (including with who they want to share [part of] their information) and over the use of their data and digital profiles.*

*In addition, since YourID is constructed around the user, it will give the power to the user over their data and the possibility to conveniently withdraw previously shared data and it will respect the user’s right to be forgotten (according to GDPR in Europe). Also, the user has the choice of sharing additional data, for additional benefits (“data enrichment by user consent”, this is possible since the user is in control).*

*All of this is done in a flexible, technology-agnostic way, with a wide variety of best of breed (technology) partners, to guarantee the highest level of security and user privacy on a global basis.*

YourID will be governed by a foundation in The Netherlands that is controlled by its main board, supervised by consumer-representing organisations and supported by an advisory board and management team. The foundation is bound by the stipulations as described in YourID’s purpose and by the following core values and guiding principles.

## **Core Values & Guiding Principles**

1. Provide a solution that is developed around the user, guided by respect for user's privacy and giving the user full ownership of, insight in and control over the user's identity information. Put the user in control of what user data can be viewed and/or used by the various parties that collaborate with YourID.
2. Enable users to authenticate themselves through their biometric characteristic(s), and to conveniently access online platforms and websites on an international scale, through a secure and re-usable online identity, without passwords and usernames, and enable users to manage their different forms of identity from one single app and platform.
3. Create a globally available, technology-agnostic, flexible and future-proof app and platform by putting together carefully selected, proven technologies from best-of-breed global suppliers. If necessary, YourID oversees the development of technology parts that do not exist yet.
4. Provide users with multiple features and functions related to (online) identity management that can vary from biometric types of identification to trusted third-party verifications. Features and functions are based – as much as reasonably possible - on consumer market research and on the requirements and wishes from the websites, platforms and other leading parties that participate in YourID.
5. Create the app and platform in such a way that it is technically virtually impossible for anybody except users to view user information or data regarding use. Do everything that is reasonably possible to prevent tracking & tracing of user behaviour on YourID's platform and app.
6. Promote interoperability between all kinds of companies, governments, institutions and industry sectors. Enable websites, CMS systems and online platforms to easily integrate YourID's technology with their own technology and provide these entities with an attractive method to validate user identities, verify user information and make their validation processes more secure and efficient.
7. Establish collaborations with a large variety of trusted participants, where online platforms, websites, technology providers and other parties are invited to join, guided by the objective to create a global industry-wide collaboration for password-less and user-centric online access, that is supported by as many parties as possible.
8. Not interfere in the business where users access through YourID, and not interfere in transactions and/or interactions between YourID users and collaborating partners.
9. Refrain from having any benefit or interest in user identity information or other user information.

10. Provide transparency to all main parties collaborating with YourID regarding how the user's data is processed and secured.
11. Provide transparency to all main parties collaborating with YourID regarding the structure of YourID's foundation, its board-members, collaborators and stakeholders.
12. Provide regular, independent audits based on YourID's DNA to guarantee that the YourID foundation fulfils the main guidelines and core values. Audits will be done by an internationally recognized body and the reports will be shared with the members of the main board, advisory board and supervisory board of the foundation.
13. Promote YourID's independence regarding the way it is managed and supervised and create a (legal) structure in which no single party or small minority can have substantial control over any aspect of YourID that can be considered fundamental. Implement a structure that makes it impossible for a single party or small minority to control and/or change any relevant aspect of YourID's platform, technology, governance structure and/or any of the elements described in this document.
14. Guarantee maximum availability of the app and platform to users as technologically possible, and provide a platform Uptime of at least 99,5 %.