



# TRUESSEC.eu

TRUst-Enhancing certified Solutions for SEcurity and protection of Citizens' rights in digital Europe

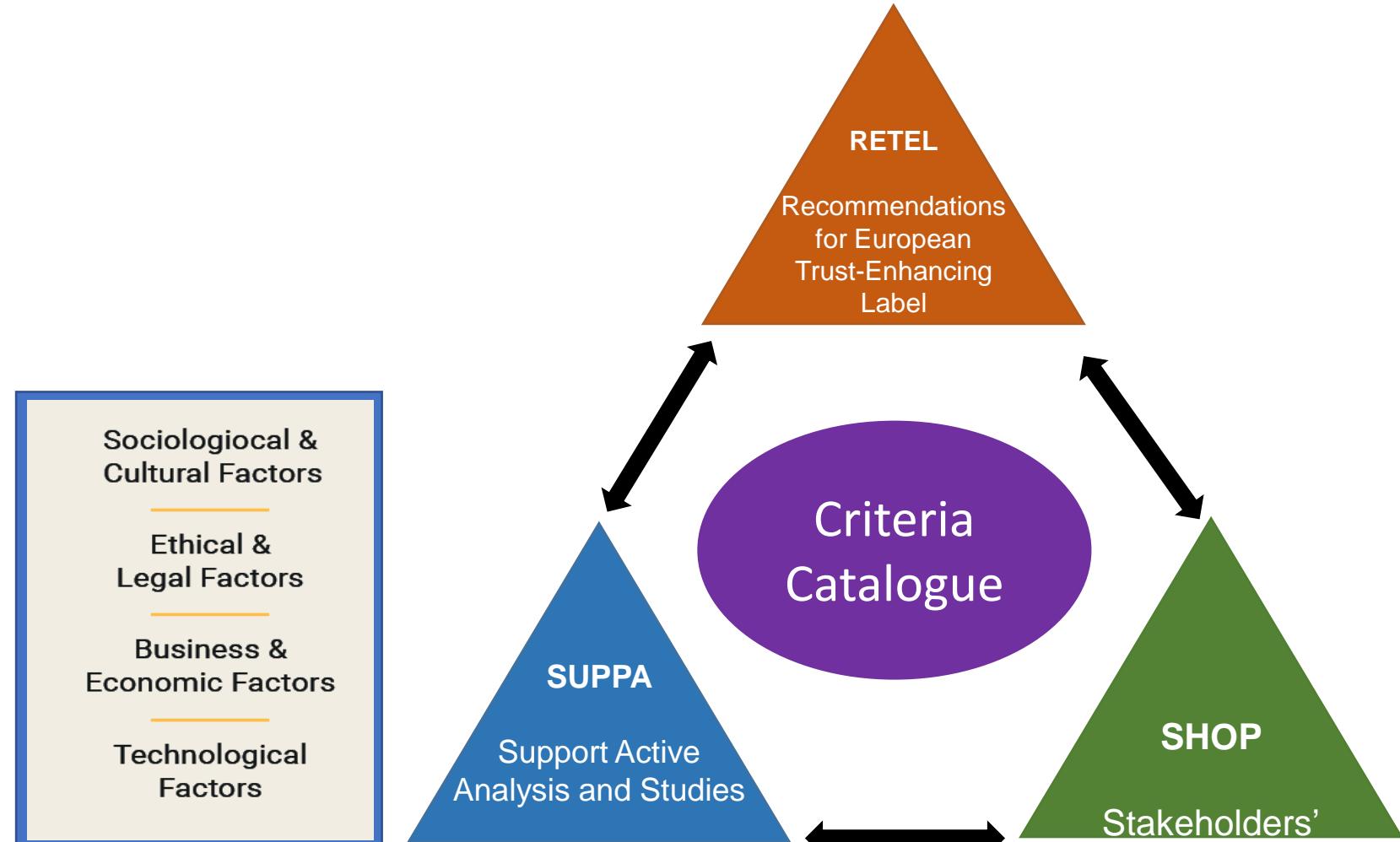
Presenter Jon Kingsbury

**Knowledge Transfer Network**



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- ✓ Foster trust and confidence in new and emerging ICT products and services throughout Europe by encouraging the use of assurance and certification processes that consider multidisciplinary aspects such as sociocultural, legal, ethical, technological and business while paying due attention to the protection of Human Rights.



Knowledge Transfer Network



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Digital

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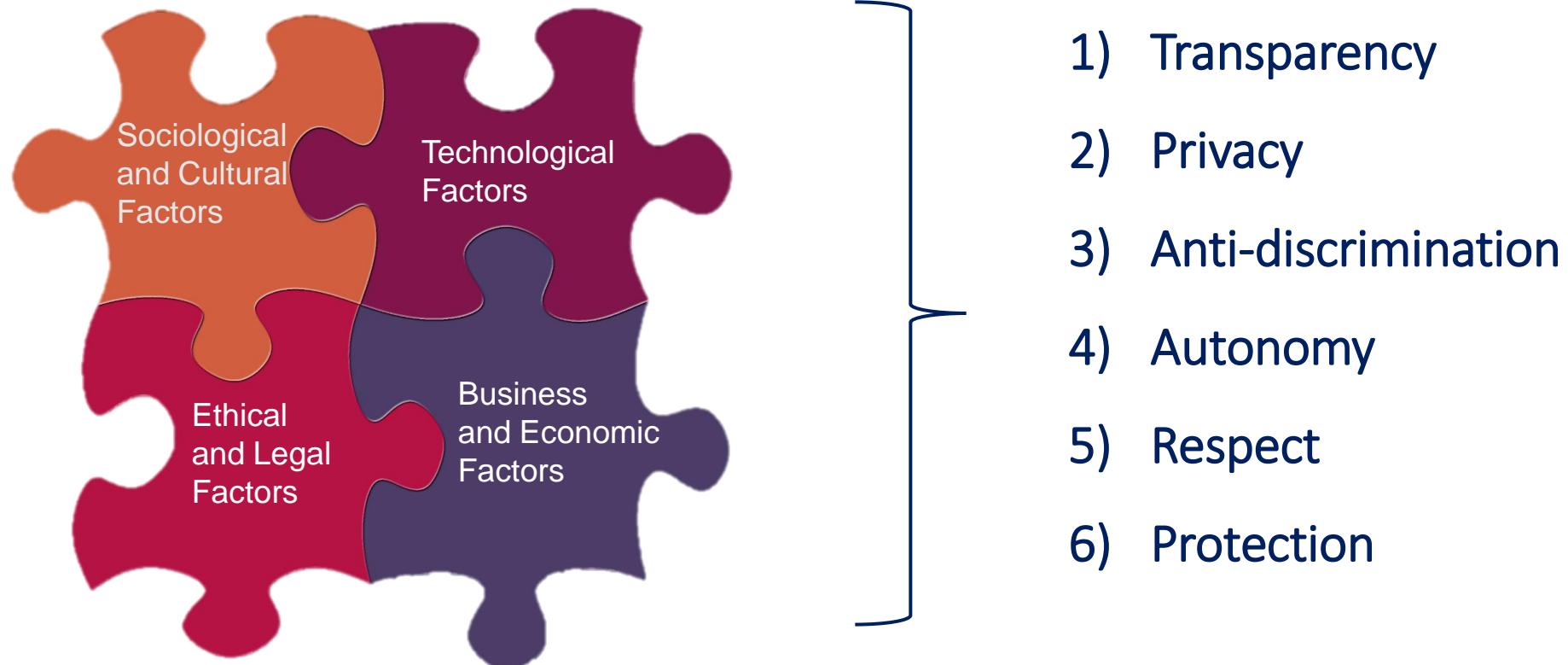
POLITÉCNICA

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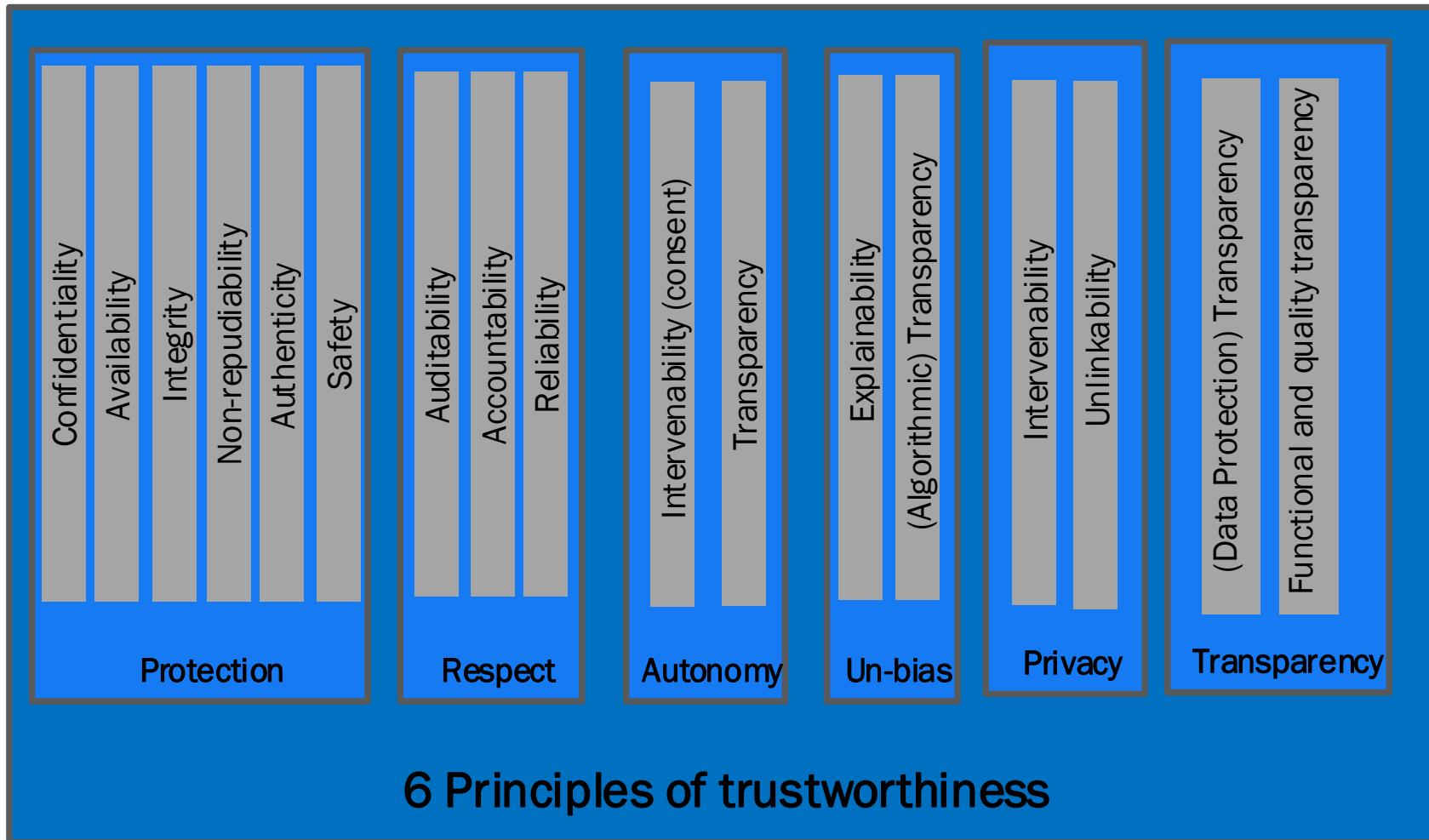


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# TRUESEC.eu Core Areas of Trustworthiness



# Criteria catalogue: Mapping to system attributes



# Business best practices

- We have highlighted 50+ best practices currently used by businesses to engender trust in digital products and services. This work was based upon a methodological framework inspired and informed by the various TRUESSEC debates from September 2017 onwards, and supported by a European Union (EU) business survey focused on certification.
- The best practices described covered a very wide range of areas, including certification, security technologies and processes, user experience (UX), the use of branding, the integration of 3<sup>rd</sup> party payment technologies, user reputation systems and cyber self-assurance schemes etc. to identify 14 recommendations for adoption by product/service providers (businesses) to enhance citizen trust.

# Issues with existing label schemes

- There are **too many** to provide a common understanding for citizens or service providers
- Businesses tend **not to understand the cost/benefits of using labeling**
- They are **not** sufficiently **contemporary** to acknowledge relatively new legislation, such as GDPR
- They are **not inclusive** enough to incorporate additional **3<sup>rd</sup> party** certification
- They **do not** “**go beyond the law**” to enable service providers to demonstrate that they have taken an **ethical** and transparent approach
- They **do not embrace** other principles of trust, such as **safety** or “**security by design**”



# TRUESEC Solution

A set of survey questions that take into account these factors, to produce:

- A “transparency” statement that is easy for the citizen to understand (i.e. a visual label that can be clicked on to provide an information page with a specific URL)
- Specific semantic data to enable machine-to-machine integration based on the policy settings of 3<sup>rd</sup> party users (enabling solutions for IoT devices and other machine reading systems)

The survey questions enable service providers (businesses, government and citizens) to explain how their products and services meet the various requirements for enhancing trust.



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# Main elements

- A set of **system properties** enabling trustworthiness that define the abilities that ICT products or services should provide to protect the (personal) data or the functions offered by them. Several threats may compromise these abilities and the subsequent assets (i.e., data, services, or functions), causing an impact in their environment.
- A **complete and detailed specification of the requirements** against a particular ICT product or service is assessed and certified. I.e., these requirements are used as the basis for certifying that ICT products or services are capable of resisting, at a certain level of assurance, threats that may compromise the system properties.
- A **level of assurance** that determines the level of confidence of ICT products or services with respect to the capabilities that have been certified.



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## Thank you

## Questions?