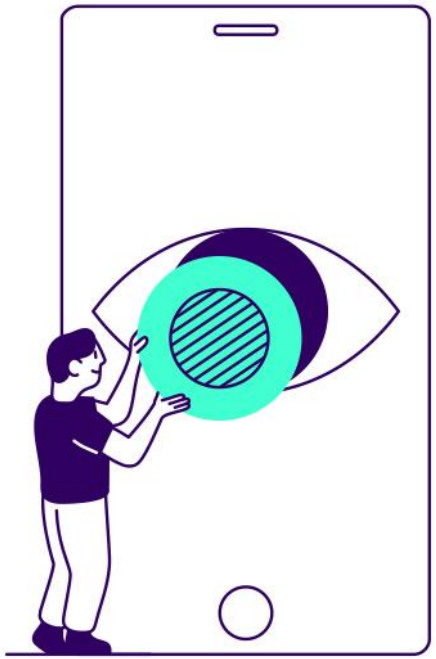
Signicat DigitalTrust

Signicat DigitalTrust
WE PUT DIGITAL TRUST FIRST

Authentication and consent management is an integrated process

August 31, 2021



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The future strategy and possible future developments by Signicat are subject to change and may be changed by Signicat at any time for any reason without notice.

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AGENDA

1. Why is it smart to integrate authentication and consent management now?
2. Consent management
3. Demo of integrated authentication and consent management solution
4. Next steps
5. Questions & Answers

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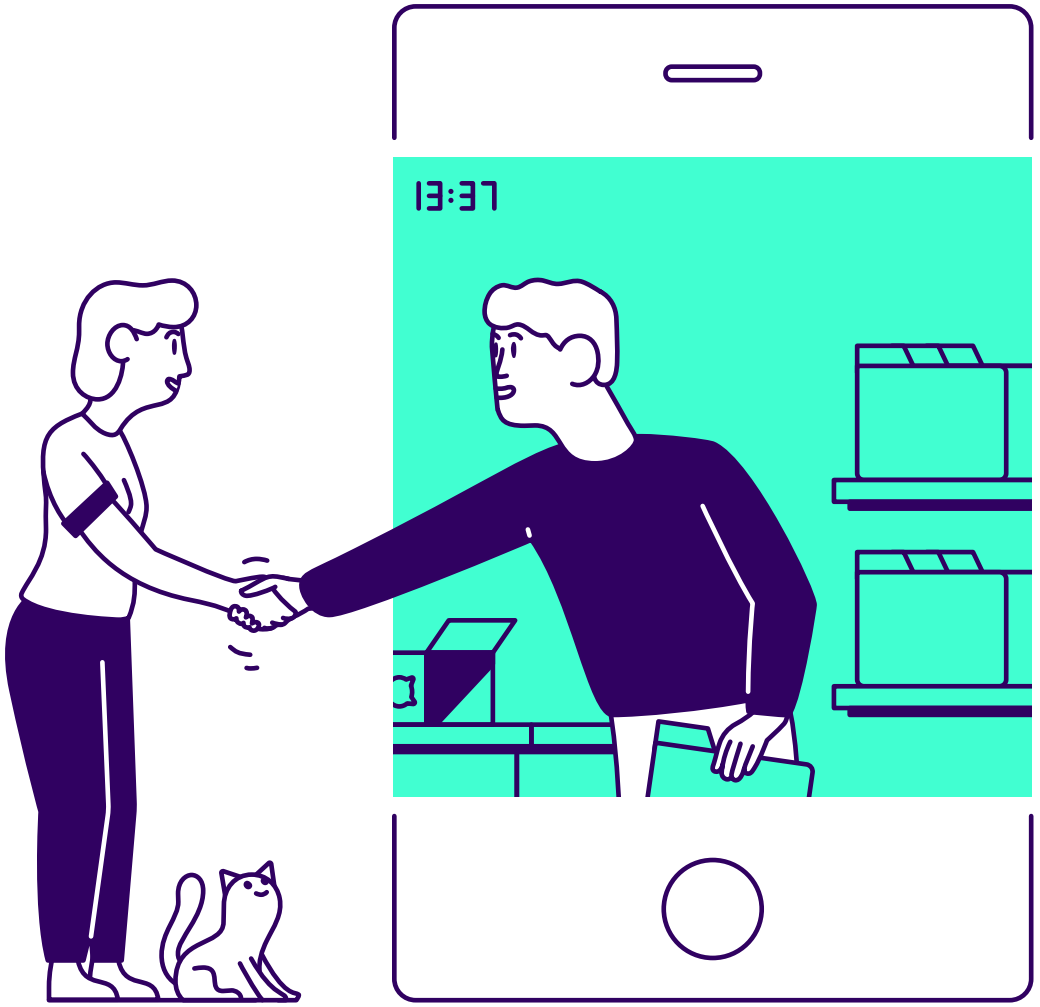
Signicat + DigitalTrust

Our Purpose:

We are building A Trusted Digital World



We bring **Trust** and **Security** together

Customers and **trust**

+

Technology and **security**

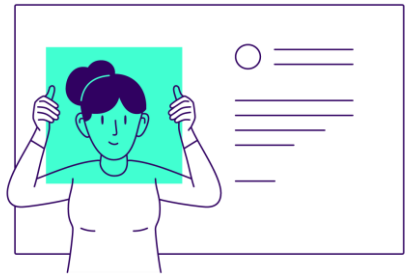
Signicat

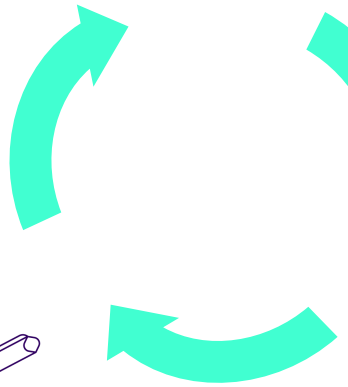
We build technology for people to trust each other in a digital world

We support your customers' Digital Identity Lifecycle

Onboarding

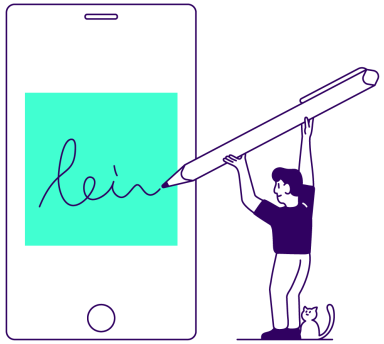
Sign up new customers with identity proofing. Automate customer onboarding, check identities, stay compliant using identity verification methods and registry lookups

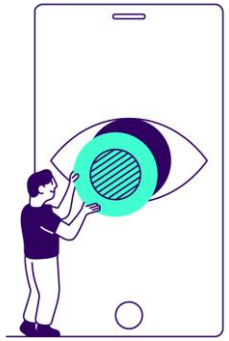




Agreements and consent

Sign legally binding agreements and provide consent for transactions with verified and secure digital signatures



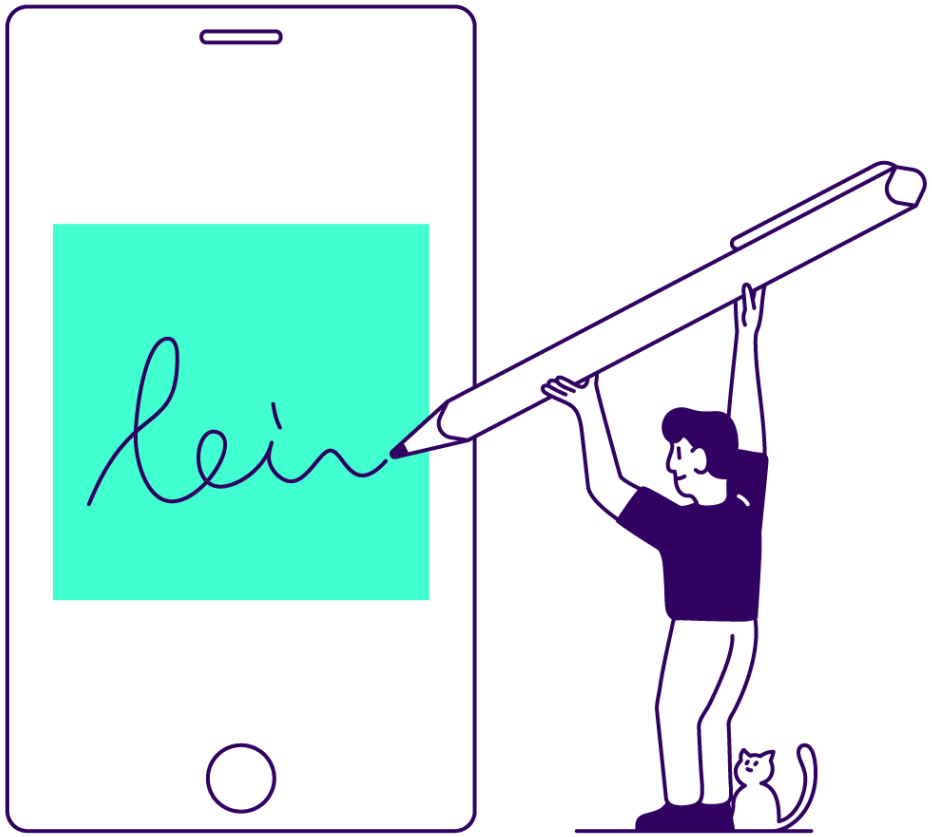


Ongoing access

Sign in, secure user authentication for returning customers, secure customer engagement and secure payments processing

Electronic Signing
Agreements and Consent

- Fully compliant and legally binding
  - Meet requirements for AES/QES, eIDAS, PAdES
- Enterprise-ready B2B signing
- Document consent
- Timestamping and preservation
  - QTSA service offering
- Support for
  - 30+ eIDs
  - Ink Sign (screen scribble)
  - OTP for Email and SMS



Our impact on society

2020 numbers

691 Tonnes
paper waste eliminated

31k
trees saved

105 Million
liters of water saved

261 Million
trusted logins

140 Thousand
potential AML fraud trx

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Trust and transparency is a competitive advantage.

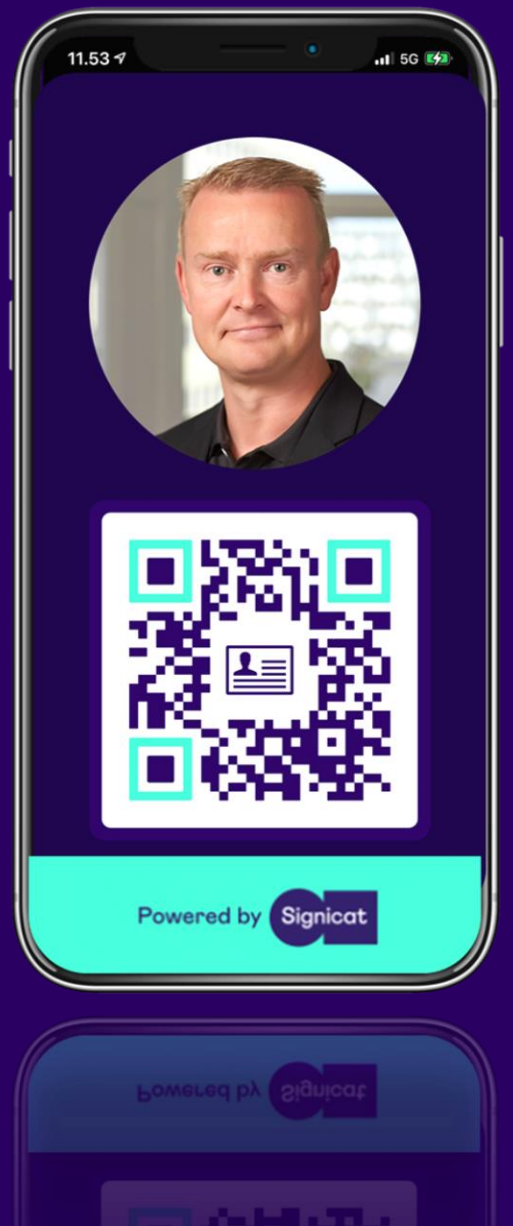
Focus on **consent** is increasing:

- Must be collected with right information.
- Must have overview of accepted consents (both for consumers as well as for internal administration).

Strong customer authentication(SCA) and **consent management** can be integrated in a **seamless** process.

MitID migration

- Technical changes to MitID can be extended with the consent process.
- All consumers will need to deliver additional information first time they logon with MitID.
- CPR no. must be given.
  Updated privacy policy must be opted in to.



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*AS **CONSUMERS** BECOME MORE CAREFUL ABOUT SHARING DATA, AND REGULATORS STEP UP PRIVACY REQUIREMENTS, LEADING COMPANIES ARE LEARNING THAT **DATA PROTECTION AND PRIVACY** CAN CREATE A **BUSINESS ADVANTAGE**.*

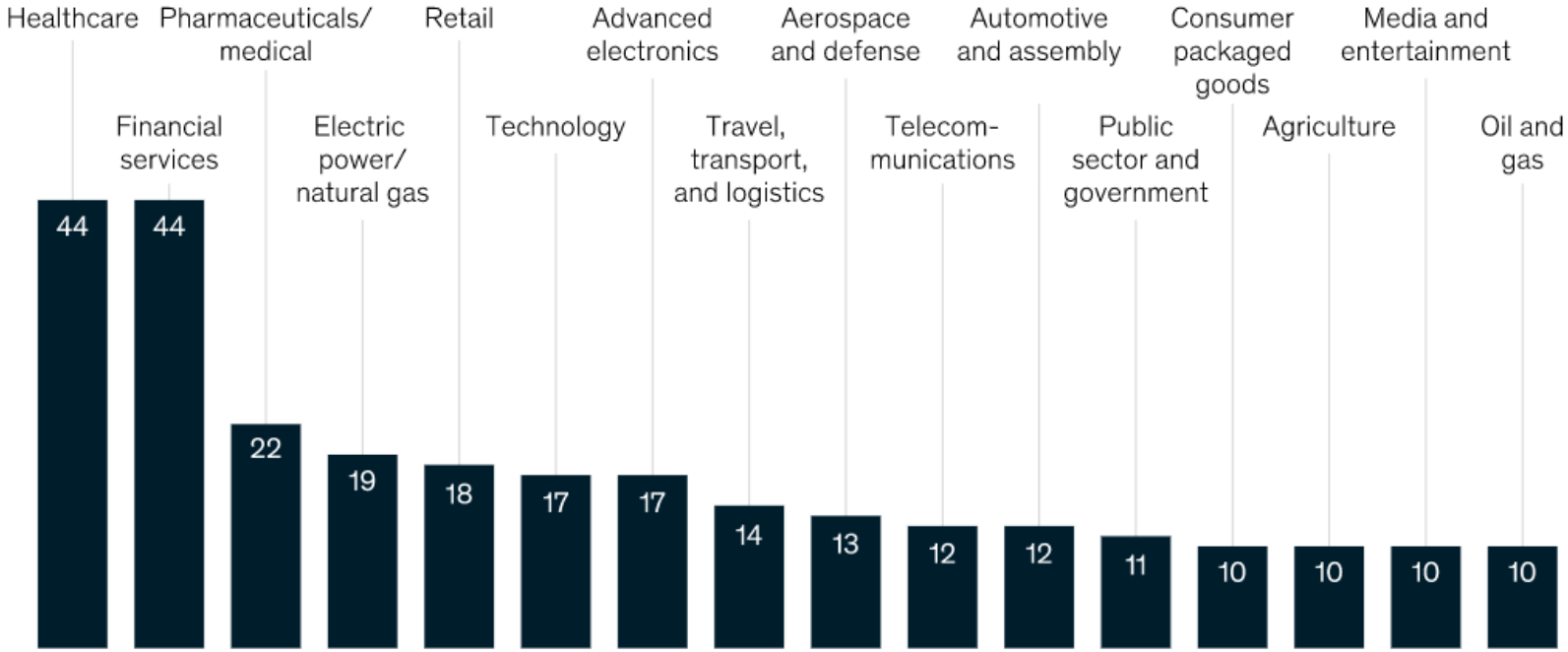
*Quote: **Mckinsey & Co, April 27, 2020** - Venky Anant, Lisa Donchak, James Kaplan, and Henning Soller*

https://www.mckinsey.com/business-functions/risk/our-insights/the-consumer-data-opportunity-and-the-privacy-imperative#

TRUST

There is a potential in ALL industries to differentiate by focusing on privacy and protection of customer data.

Respondents choosing a particular industry as most trusted in protecting of privacy and data,
% (n = 1,000)



Source: McKinsey Survey of North American Consumers on Data Privacy and Protection, 2019

McKinsey & Company

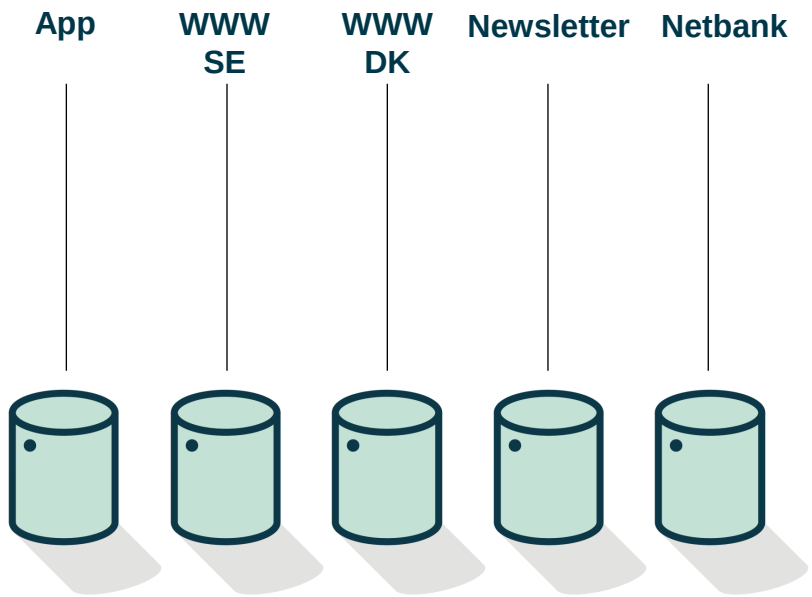
As-Is > To-Be for Authentication, customer data and consent

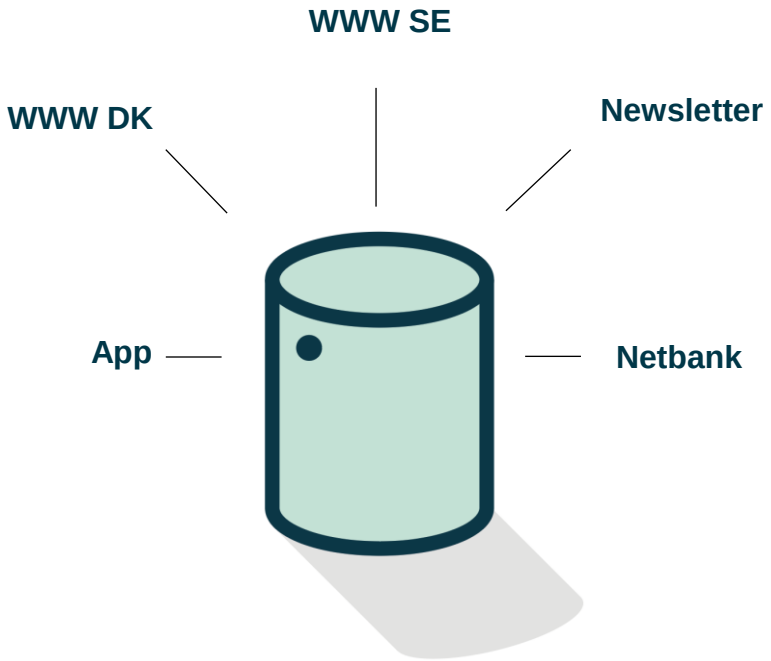
As-Is

Separate systems and processes for authentication, customer data and consent.

To-Be

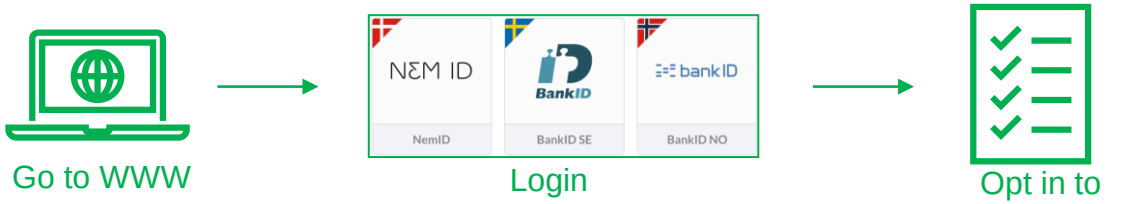
Enterprise and unified process for authentication, customer data and consent platform.





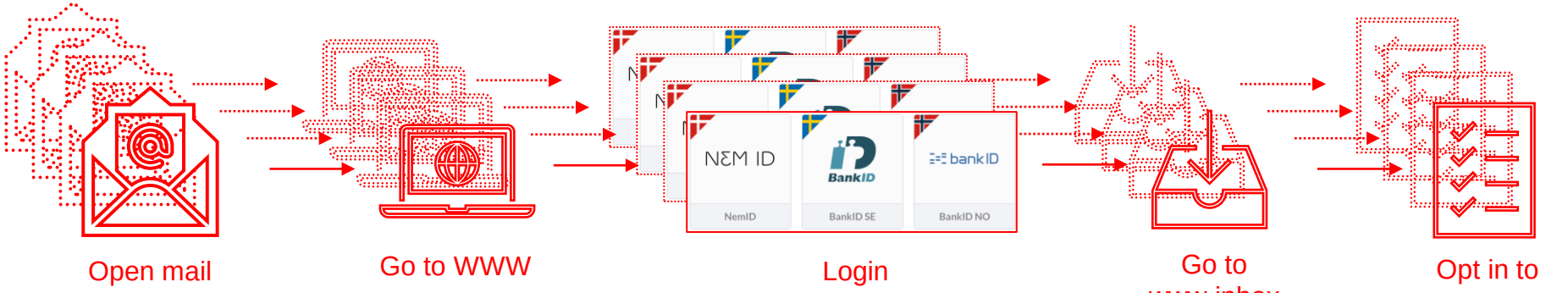
CONSUMER – New consent use case

Authentication and consent as an integrated process



Time and effort

Authentication and consent not integrated



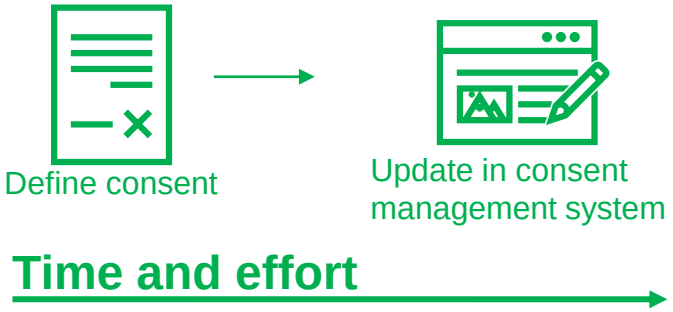
Time and effort

X

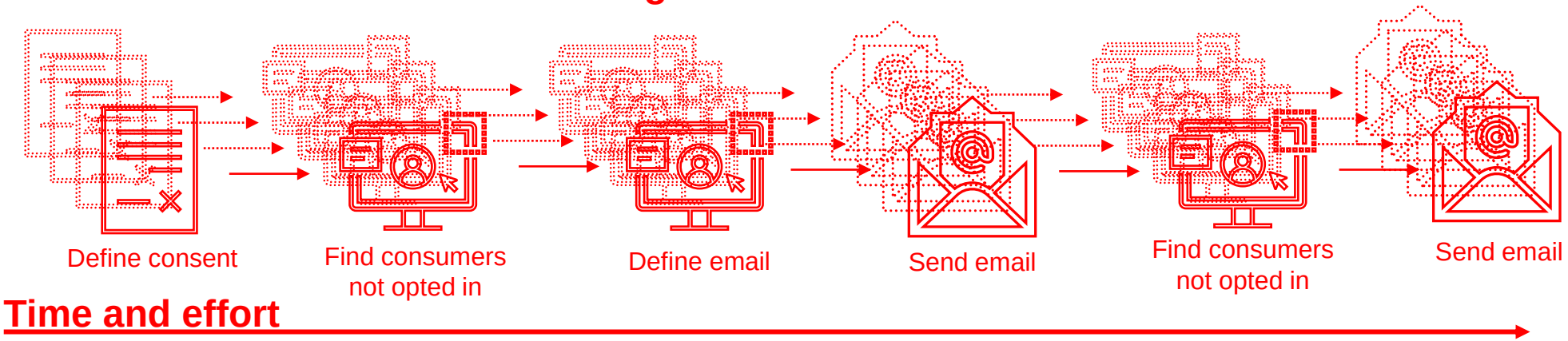
Customer Channels/systems

Administration – New consent use case

Authentication and consent as an integrated process



Authentication and consent not integrated



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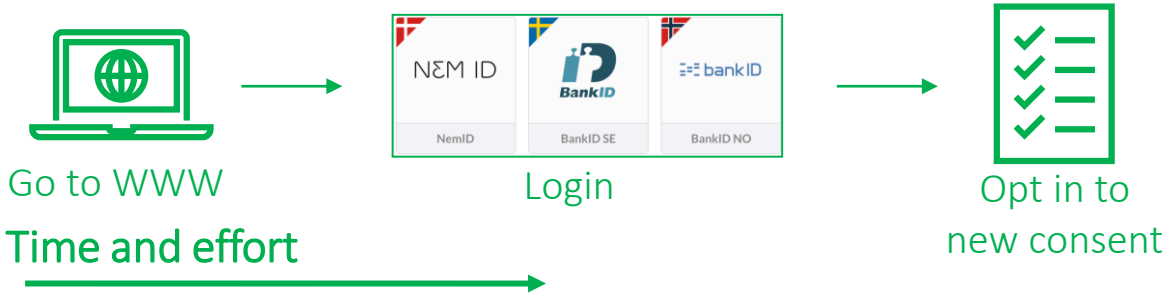
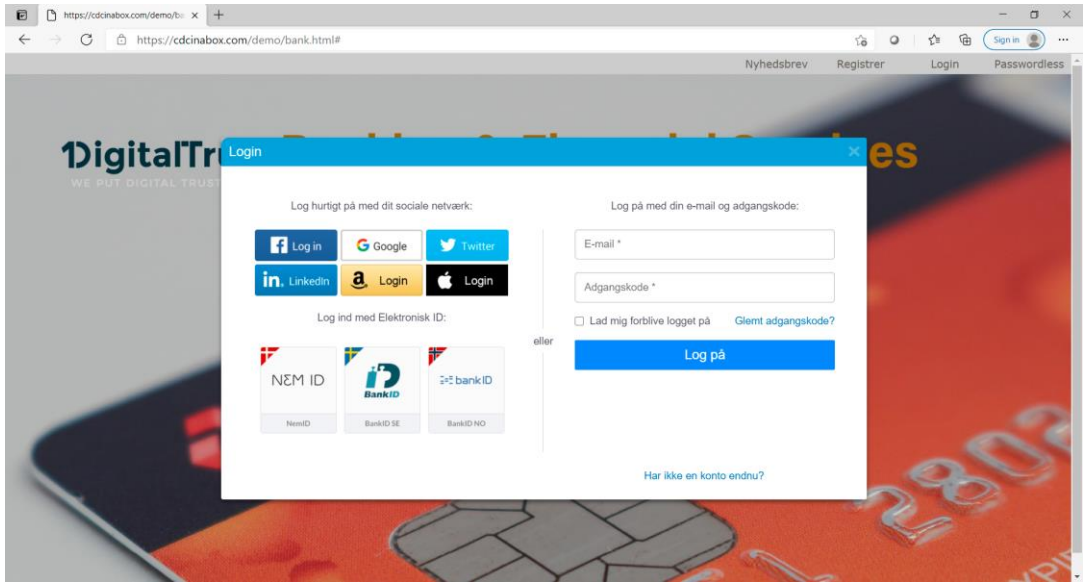
Customer Channels/systems

DEMO OF INTEGRATED AUTHENTICATION AND CONSENT MANAGEMENT SOLUTION

Authentication and consent as an integrated process





BUSINESS CASE

1. Increase Revenue

- An increase in trust and transparency as customers can get access to and manage their own consents and personal data.
- Increase the partner revenue stream with partner consents.

2. Fast Digital Transformation

- Ability to fast add new channel with seamless integration to existing architecture within 2-6 weeks.
- Easy to update privacy policies and consents.
- Ensure high conversion rate to new systems/platforms without the need for new consents.

3. Reduce Compliance Risks

- Ability to prompt customers with outdated policies.
- Audit trail of all consents.
- Overview of each customer's accepted consents and policies for all channels and markets.
- Less resources needed to ensure compliance.

FUNCTIONALITY

1. Increase Revenue

- Central login across all customer facing applications.
- Customer self service access to their personal data and accepted consents/privacy policies.

2. Fast Digital Transformation

- Central component for all customers.
- Multiple standard integrations of new channels into existing customer base and consent management.
- Consents and privacy policies management:
  - Handling these in different languages and versions
  - Push out new versions or updates easily.

3. Reduce Compliance Risks

- Central overview of accepted consents and privacy policies incl. version and acceptance date.
  - Reporting on consent.
  - Reporting on customer.
  - Reporting on Date for acceptance ...
  - Reporting on action (Accept, withdrawn..).

The Package is based on SAP Customer data cloud

GENERIC REQUIREMENTS FOR CONSENT MANAGEMENT

Business requirements

- Consent retention
- Consent wording and attributes
- Sharing of consents
- Existing consents
- One-time consents
- Administration of consents

General requirements

- Error handling
- Language
- Security
- Partner Consent
- Self service functionality

Customer self serivce

- Partner Consent
- Self service functionality

Integrations

- Standard systems (CMS, marketing automation, eCommerce ..)
- Internal systems (Webhooks, API)
- External systems (Webhooks, API)

TECHNOLOGY

- Authentication is based on Signicat's Digital Identity Hub.
- The consent management processes is based on best practices for the Digital Customer journey and data privacy implementations.
- The consent management system is based on SAP Customer data cloud which is an enterprise component able to integrate all channels across the customer landscape.
- SAP Customer Data Cloud is the leader within CIAM (Customer Identity and Access Management) and consent management solutions according to Forrester.*

**The Forrester Wave™: Customer Identity and Access Management Q4 2020*

SAP® Qualified
Partner-Packaged Solution

IMPLEMENTATION TIMES

Scope
2 weeks

- Clarify progressive profiling
- Clarify visuals
- Clarify standard integration
- Clarify e-mails

Development
3 weeks

- Standard integration
- ScreenSets
- Global configuration
- Mail templates
- Policies
- Unit testing

Test
2 weeks

- UAT
- Corrections based on UAT

Implementation
2 weeks

- Push to production
- Hypercare

CONSENT MANAGEMENT IN A BOX

SAP® Qualified
Partner-Packaged Solution

	100K identities	1M identities	2M identities
Implementation	DKK 187.000	DKK 375.000	DKK 563.000
License	DKK 1,26/id/year	DKK 0,9/id/year	DKK 0,7/id/year
Total license	DKK 126.000/year	DKK 900.000/year	DKK 1.400.000/year

NEXT STEP

Authentication and consent 1:1 consultation

- 1 hour with authentication and consent experts
- How to improve your current setup with authentication and consent
- Get input on your Business case drivers
- Recommendations on quick fixes and activities

Q&A

CONTACT & NEXT STEPS

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1 pager
”Authentication and consent as an integration process”