The Prosperity Project
FEC & the Restricted Class

• Clearly defined audience for “advocacy” & “good government” messages
  – Managers, executives, shareholders
    • PAC solicitation, advocacy for candidates
  – All employees
    • Voter registration, voting records, grassroots involvement

• Penalties include substantial civil fines
States & the Restricted Class

• Each state regulates their own elections
  – Ranges from
    • Unlimited corporate contributions and advocacy
    • No corporate involvement whatsoever

• Penalties also vary
  – Most severe
    • Large personal fines for corporate officers
    • 10 Years jail time
    • Corporate charter is dissolved
BIPAC’s Goals for a Turnkey Solution

- Protect employee privacy
- Eliminate the need to give employee data to third-party vendors
- Provide information relevant to the employee without additional sign-on or registration
Without Liberty...

• Employers had these options
  – Do nothing – no political information shared with employees
  – Use paper-based communications only
  – Develop expensive in-house communications tools
  – Use third-party vendors to authenticate users and provide content
Turning Away 9 out of 10 Employees

"Would you be MORE LIKELY or LESS LIKELY to visit a website that requires you to register before you are allowed to view political or voter information?"

- Much Less Likely: 73%
- Somewhat Less Likely: 18%
- More Likely: 6%
- Don't Know/Refused: 3%

91% Total Less Likely
After...
Benefits
The Liberty Alliance

Board and sponsor members include:
Other Circle of Trust Models

User

Airline

Hotel

Camp Reservation

Identity Provider

Payment Service

Interaction Service

Service Providers

Airline Service Providers
Liberty Id Theft Mitigations

• Fewer authentication points
  – Easier to ‘get it right’ in fewer places
  – Easier to implement stronger authentication and anti-phishing mechanisms in fewer places
  – Users more likely to recognize imposter sites
  – Fewer places to update credentials after breaches
Liberty Id Theft Mitigations

- Information in fewer places
  - With federation, less sensitive data shared
  - Information frequently identified differently at different sites – harder to correlate
  - Data from one service provider may not help at another
  - Ability to retrieve up-to-date information when you need it, then discard or rely on assertions
Liberty Id Theft Mitigations

• Hacking into systems/SQL injection
  - Less personal data at each service provider
  - Hackers get less information for their efforts

• Phishing
  - Fewer points to secure means easier to implement stronger authentication and anti-phishing mechanisms

• Social Engineering/Trusted insiders/Dumpsters
  - Information from one site doesn’t necessarily help in attacking another site
  - Identity Providers likely to implement education against social engineering attacks
Liberty Id Theft Mitigations

• Screen Scraping/Spyware/Trojans
  – Best mitigation is anti-spyware
  – Fewer sites to update after a breach
  – Better visibility to detect different behavior

• Wardriving/sniffing..
  – Fewer authentication points means
  – Easier to ensure proper implementation
  – Proper use of encrypted communication
For More Information

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