



Yoti Guardians Council Meeting 23 July 2018

Attendance: See Table at end
Date: 23 July 2018, 1700-1930 GMT

Location: Yoti Office & VC
Recorder: Eric Levine

Agenda	<ol style="list-style-type: none"> 1. Embedding and tracking our social purpose 2. Promoting our social impact 3. Research on humanitarian/development sector utility 	<ol style="list-style-type: none"> 4. Aligning (or not) with Identity for Development 5. Yoti as an identity provider for E-voting
Actions from Previous Meeting & this Meeting:		Status Update
o GDPR implementation progress to be reviewed with Guardians		January 2019
o Guardians to follow-up with information and contacts on e-voting in general, and the specific e-voting partners that Yoti is engaged with.		Done

Summary notes from the meeting are provided below, with points of agreement and actions clearly noted.

<i>Welcome</i>	<p>Meeting began at 1700.</p> <p>Before starting the formal agenda, Guardians raised an issue that has been flagged recently around organisations serving refugee populations and allowing their data/metadata to be gathered by governments and used as part of deportation proceedings. Request from Guardians that Yoti be mindful of any instances when the use of Yoti could result in similar unintended consequences. Also requested by Guardians is for Yoti to think through how we allow organisations to use metadata from interactions with individuals via Yoti, in combination with other data they may have.</p>
<i>1. Embedding and tracking our social purpose</i>	<p>Topic: Informing Guardians of our efforts to keep to our 7 principles, live by the B Corps charter and how to give our growing number of staff the right ethical compass to think through the implications of their actions – with advice requested from Guardians on how we are embedding and tracking our social purpose.</p> <p>Discussion: Review of the many inputs Yoti has had from different sources including Guardians, the Compass Programme for Cyber Security companies, the Responsible 100 scorecard work on Data responsibility and Cyber Security, and the DotEveryone responsible innovation programme – feeding into a draft Yoti Ethical Framework.</p> <p>To help embed this for all staff as we rapidly grow, we will be focusing on a couple of social purpose areas every few Family Meetings to paint the picture as to what is happening across the business, what metrics we are tracking, how we showcase this to the world - blogs, online impact report. Some of the areas we will be highlighting are:</p> <ul style="list-style-type: none"> • Social Purpose - Yoti Foundation, non-profit hackathons and outreach • Environment - green team of volunteers reviewing our environmental impact • HR policies that are focussed on diversity and community e.g. how we attract and retain diverse team to attract and retain diversity of consumers, how we treat staff and invest in our



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	<p>community eg how people use Selfie Days, skills-based volunteering opportunities we can support</p> <ul style="list-style-type: none"> ● Finance work on company transparency and cross team work to counter fraud ● Cross team work on accessibility - adding Rest of World documents, devices - Yoti Keys, disabilities - improving our app for visually impaired & recognised accreditations that build trust ● Building awareness nationally and internationally; getting input from wider stakeholders (privacy, ethics, data, biometrics, consumer rights, human rights....), NGOs in terms of unintended consequences ● Being open about the challenges we face e.g. to build awareness and minimise tracking, to review and be transparent in terms of misuse and data requests <p>Guardians support the work to apply Yoti's social purpose with rigour and accountability across the business and encourage focusing to do a small number of things well rather than trying to do all things at the same time.</p>
<p><i>2. Promoting our social impact</i></p>	<p>Topic: Review of copy for new Social Impact section of Yoti's website, and feedback gathered from Guardians on how we are telling this part of our organisational story.</p> <p>Discussion: Guardians input on the draft Social Impact section of the Yoti website included:</p> <ul style="list-style-type: none"> ● Guardians questioned the value of focusing solely on Yoti's work in the non-commercial space under the heading 'Social Impact' on the website and in other materials. Recommendation to consider how all Yoti's work is about achieving Social Impact (including protecting privacy, keeping data safe, etc.). ● Guardians emphasised the need for authentic, individual stories about how we are impacting people's lives with Yoti. Guardians encouraging this to be part of doubling down on our mission, and pushing Yoti to be individual-driven, not just individual-centric. ● Cautioned when communicating about global identity challenges to avoid implying that technology (and specifically Yoti) can solve all these complex challenges.
<p><i>3. Initial results of research on humanitarian /development sector utility</i></p>	<p>Topic: Informing Guardians of the initial research undertaken around potential for use of Yoti Keys in the Humanitarian and Development sectors. Feedback from Guardians on potential partners or aligned initiatives requested to help Yoti move forward with this area of work.</p> <p>Discussion: Review with Guardians of progress to date in this area including:</p> <ul style="list-style-type: none"> ● Yoti has received lots of interest in the potential for using Yoti Keys to register community members for health programmes, as part of financial inclusion initiatives, displaced people registering their arrival in a camp, etc.. ● However, in such use cases, recipients of these services will be geographically defined – live in a hospital catchment area, be customers of a particular microfinance branch, or be in a specific camp – with no immediate need for recipients to be able to access any services other than those being provided by the local NGO, and not necessarily need any kind of wider national ID solution. It is also unlikely that many participants, will have their identities anchored by official documentation. Because of this, these individuals are unlikely to be able to transition quickly to a full anchored Yoti on a smartphone. ● For Yoti Key to work in last-mile, zero-connectivity environments, Yoti would have to undertake some development to offer a fully offline version of Yoti Key for individuals that would be useful for organisations working in such environments.



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	<ul style="list-style-type: none"> Finally, create simple export/integration/management tools to allow NGOs to integrate Yoti Key 'events' into their own systems. <p>Before embarking on any software development, Yoti determined that it would be prudent to carry out a piece of research to clarify our findings – what NGOs need to be able to do with identity, what they currently can't do, problems they're trying to solve, how an offline solution might help them, etc.. Yoti has undertaken this research with approximately 25 NGOs across different sectors in a dozen countries in Africa and Southeast Asia. It is expected that the output of this research will be used to finalise the functional requirements for an adapted Yoti Key product for the humanitarian and development sectors.</p> <p>Guardian feedback on the topic included:</p> <ul style="list-style-type: none"> Encouragement that Yoti Key has the potential to serve as the embodiment of identity for people without phones and identity documents. Recommendation to capture specific use cases, risks and mitigations for each, to be able to prioritise effort and developer resources. Support for Yoti considering how parts of Yoti technology can be used by actors in non-commercial settings to solve identity problems, and any parts of Yoti code and technology that can be contributed to open source without compromising Yoti's commercial offer. Support for second round of research to be commissioned in the UK, and associated strategy for engaging with charities in the UK, India and other markets that Yoti is operational in.
<p><i>4. Engaging in Broader Identity for Development space</i></p>	<p>Topic: Feedback requested from Guardians on how Yoti aligns with principles being articulated by the World Bank and other actors interested in solving identity challenges as part of global development efforts, and guidance on how Yoti should navigate areas where we have a different approach.</p> <p>Discussion: Guardian input on the subject was broadly that Yoti is taking a sensible path of staying in touch with these global initiatives (often the only commercial digital identity provider present) but that this should be light use of Yoti's resources. Additional inputs included:</p> <ul style="list-style-type: none"> Yoti should be pragmatic about initiatives like the World Bank's Principles, and not feel bound to adhere to them entirely or precisely. Yoti should push for research, analysis, technical standards and frameworks on interoperability so that it is defined and can be realised by providers like Yoti. Soft attributes (self-asserted) could be a way for Yoti to make progress without having to engage directly in partnership with some of the slower moving identity actors. Yoti could consider being part of the Institute of Electrical and Electronics Engineers (IEEE) Working Groups on standards to stay connected in a light way to such macro initiatives.
<p><i>5. Serving as an identity provider for E-voting</i></p>	<p>Topic: Guidance requested on the implications of Yoti serving as a state identity provider where Yoti takes on a role as an essential service providing access (compulsory or voluntary) for individual citizens to access their civic rights. Yoti is being invited to consider how we could partner with other businesses to provide the civic franchise of voting (Yoti would be providing the citizen verification to access voting, not involved in the actual voting mechanism). We expect further opportunities for Yoti to be used in e-voting solutions going forward.</p>



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	<p>Discussion: Input from Guardians on this area included:</p> <ul style="list-style-type: none"> • While supporting the intention for Yoti to be used as a means to increase democratic participation, Guardians urged strong caution about Yoti being too heavily involved in the highly politicised area of e-voting (referencing many failed attempts in the past). • Guardians offered caution about the reputation of any e-voting partner that Yoti works with (especially any who have worked in regions where democratic processes have been tainted), as many have complicated reputations and could affect the Yoti brand, trust level. <p>Action:</p> <ul style="list-style-type: none"> • Guardians to follow-up with information and contacts on e-voting in general, and the specific e-voting partners that Yoti is engaged with.
<i>Adjournment</i>	The meeting was called to a close at 1935.

2018 Meeting Attendance

Meeting Dates	22/1	16/4	23/7	15/10		Yoti Staff	22/1	16/4	23/7	15/10			
Renata Avila	●	●	●			Robin Tombs	●	●	●				
Doc Searls	●	●	●			Duncan Francis	●	●	●				
Joyce Searls	●	●	●			Julie Dawson	●	○	●				
Gavin Starks	☒	☒	●			Eric Levine	●	●	●				
						Emma Butler	☒	●	☒				
						John Abbott	●	☒	☒				
						Madhu Nori	●	☒	☒				
						Thom White	☒	☒	●				

● = in attendance ○ = absent/ apologies ☒ = Not scheduled to attend