



## Yoti Founding Guardians Council Meeting 4 April 2017

**Attendance:** See Table at end      **Location:** Yoti Office & VC      **Date:** 4 April 2017, 1700-1930 GMT      **Recorder:** Eric Levine

<b>Agenda</b>	<ol style="list-style-type: none"> <li>1. Updates from last meeting</li> <li>2. Yoti product/business update</li> <li>3. Topics for discussion with Guardians</li> </ol>	<ul style="list-style-type: none"> <li>• Draft IP Bill Codes of Practice (and public consultation)</li> <li>• Recommendations from the Guardian Review process</li> <li>• Yoti attending public events and conferences</li> </ul>
<b>Carry Over Actions from Past Meetings:</b>		<b>Status Update</b>
o Signing up to UN Guidelines on Businesses and Human Rights: Renata to inquire through UN contacts what the best way is for Yoti to engage with the UN towards publicly committing to the Guidelines, and Eric to work with Chris to include Yoti publicly committing to UN Guidelines in public communications planning when we get to public launch.		TBD
o Digital ID for Development: Duncan to lead drafting of a white paper for the Chair of ID2020 on how Yoti could potentially contribute to the global effort to deliver IDs for the 1.5 billion people who do not yet have an ID.		31 July 2017
o IP Bill: Yoti will consult with experts in UK cyber law to gather information on the implications for Yoti, and revert to the Guardian Council with further insights (Julie).		30 June 2017
o User Analytics: Yoti to develop a plan and timeline for reducing reliance on third party analytics (Paco).		30 June 2017
o Criminal Use of Yoti: Julie leading the process of gathering input from internal and external audiences, with draft policy how Yoti responds to criminal use of our product to the July Guardian Council meeting.		30 June 2017
o IP Bill: Julie to draft a company policy, seeking input from the Guardian Council, on how the company will prepare for, and respond to, the implementation of the IP Bill.		31 July 2017
<b>Actions from this Meeting:</b>		<b>Status Update</b>
o IP Bill: Renata to connect Julie with the Open Rights Group who are coordinating civil society input on the IP Bill consultation.		1 May 2017
o Guardian Review: Eric to ensure a Slack channel for Guardians is set up for easy sharing of ideas and links between meetings.		1 May 2017
o Guardian Review: Eric, Julie and Chris to develop a proposal for how the Guardian Council will efficiently receive, process and respond to issues identified by the user community for discussion at July meeting.		30 June 2017
o Agenda topics: Topics identified for the agenda at the July Council meeting including: Yoti's international expansion plans, Yoti's likely funding plans, and feedback from UX testing and early user adoption/experience.		6 July 2017
o Thought Leadership: Eric to gather information from each Guardian on topics they are interested in writing publicly on, and the likely places and publications that they would likely publish in, as well as conference speaking commitments.		1 May 2017
<b>Next Council Meeting</b>	<b>Next Council meeting: 6 July 2017, 1700-1930 UK time</b>	

*Summary notes from the meeting are provided on the following pages, with points of agreement and actions clearly noted.*

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<p>Welcome</p>	<p>Meeting began at 1700.</p>
<p>1. Update on Actions from Past Meetings</p>	<ul style="list-style-type: none"> <li>● <b>Criminal Use of Yoti:</b> Julie presented the early input collected from a survey we are using to solicit feedback from different sources on these issues. Guardians reiterated their encouragement for Yoti to focus on educating users about what Yoti can do (verify that a person is who they say they are), rather than promising to restricting access to users based on how they use their Yoti. Next steps are to use the survey to collect input from several partner organisations to diversify the respondent pool, with a draft Policy on the subject to be brought to the July Guardian Council meeting.</li> <li>● <b>Social Partnerships Agenda:</b> As mentioned in the last Council meeting, Yoti organised a <a href="#">Hack day</a> on 7th February with <a href="#">Founders and Coders</a> (F&amp;C) to explore non-profit uses of the platform with interested charities. The event began with an API deep-dive day at our offices, when two of Yoti's developers worked with F&amp;C cohort of 16 students. From 20 expressions of interest, we selected 8 participant charities who joined us the following day for a Design Hack day. F&amp;C supported the charities through the day, to design an app that used Yoti to solve a challenge they experienced with identity. The day ended with a pitch, and we shortlisted 5 projects for the F&amp;C cohort to work on over the next few days. At the end of the week, the 5 shortlisted charities pitched their projects to win a month of two F&amp;C developers working their idea up to MVP. One prize was sponsored by Yoti, and the other by Outlandish, a technology consultancy.</li> </ul> <p>The event was a success and from this, we have selected several partners who will receive developer time from Yoti to develop solutions for use cases they have identified. To date we have had progress on two of these use cases, which were presented and demoed at the Council meeting:</p> <ul style="list-style-type: none"> <li>○ <b>NSPCC/Childline:</b> young people under 18 years old can make reports via NSPCC's Childline to the <a href="#">Internet Watch Foundation</a> to have sexual images of themselves removed from the Internet. The Childline app will carry out the age verification (using Yoti) and report submission. This will be a great improvement on the current system, which requires applicants to email their scanned passport to the charity.</li> <li>○ <b>Centrepoint:</b> former clients require proof from Centrepoint that they were once supported by the charity in order to access some statutory benefits. The Centrepoint App will use Yoti to carry out an ID check and process the request, both speeding up the response time (which is critical) and improving the user journey.</li> <li>○ We will also be working with GoodGym (starting in April), VInspired &amp; the Scouts (longer-term as projects are dependent on other initiatives they are working on).</li> </ul> <p>In terms of learning from the experience, headlines include:</p> <ul style="list-style-type: none"> <li>○ There seems to be an appetite from charities for participating in Yoti hacks and learning more about the technology.</li> <li>○ The hack method is a very good way of getting charities - who often don't have resource of culture for implementing new technology - over the 'bump.'</li> <li>○ It was good for internal morale - people seeing the app being used to solve real-world problems.</li> <li>○ Many use cases wanted to use Yoti as part of a broader Business Intelligence strategy. For example, they didn't just want to verify the ID of volunteers. They wanted verified volunteer activity to feed into a case management and data analytics system, such as Salesforce, so that they learn about behavioural patterns and improve their volunteer management.</li> <li>○ We also noted that integrating Yoti functionality with legacy systems adds complexity.</li> <li>○ In terms of what we might do differently next time, we'd make sure there was a better system in place for the partner developers to report issues and for these to be escalated, and check in more regularly (probably weekly) with the developers and product owners.</li> </ul> <p>The Guardian Council was very positive about the hackathon process, and the value of engaging with organisations on their practical use cases to solve real problems. In discussing how Yoti might consider a hackathon focussed on charity use cases in the international development and aid sectors, Guardians identified use cases requiring ID verification for audit trails (micro-granting or direct aid transfers), and charities that lack strong data security for beneficiary data, as likely to be a good fit.</p>

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<p><i>2. Yoti Company Update</i></p>	<p>In line with recommendations from the Guardian Council Review Process, we have been circulating Yoti's weekly newsletter to Guardians to provide more regular information on progress related to all areas of the business. Guardians agreed that weekly newsletters are giving adequate information on progress being made across the business, and should continue to replace the quarterly summary that has been previously presented in the Council Meeting pre-read materials.</p> <p>One additional point was discussed with Guardians in relation to internal transparency. Yoti has started publishing our Company Board Papers for all staff to be able to see what Yoti is presenting, reporting and discussing at Board level. This decision has been taken as we believe that the business has much to gain from this level of transparency given the faster dissemination of key knowledge and opportunity for feedback from across the staff team. This is in addition to the publication of monthly management accounts to the entire staff team which started in January 2017. Guardians responded positively to these steps as strong steps demonstrating Yoti's company values.</p>
<p><i>3. Discussion Topics</i></p>	<p>The following points were tabled for input and advice from Guardians.</p>
<p><i>3a. Implications of IP Bill</i></p>	<p><u>Issue:</u> We have discussed the Investigatory Powers Bill in previous Guardian Council meetings. The latest developments are that the UK government has published <a href="#">draft codes of practice</a> which provide much more detail about when and how the IP Bill will be implemented and enforced. There is a public consultation period open at present until 6 April, and Yoti has been working with Tech UK on this.</p> <p><u>Discussion:</u> In discussing how we are approaching the new regulatory regime, the Guardian Council encouraged Yoti to continue to be engaged with Tech UK and other industry associations and bodies to push for clarity on the processes and structures that will implement the IP Bill, and articulate a collective voice regarding how the UK Government can avoid doing damage to technology companies such as Yoti.</p> <p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Renata to connect Julie with the Open Rights Group who are coordinating civil society input on the IP Bill public consultation process.</li> </ul>
<p><i>3b. Guardian Council Review Process</i></p>	<p><u>Issue:</u> Since our January meeting, we conducted a review of the first 15 months of the Guardian Council's formation and operation. Broad feedback from Guardians and Yoti staff was positive, and included a range of recommendations to continue and improve the Council's operation.</p> <p><u>Discussion:</u> The Council discussed and agreed to action the following recommendations from the review process:</p> <ul style="list-style-type: none"> <li>• Having specific Yoti team members present at Council meetings for relevant agenda topics only.</li> <li>• More regular sharing of info on progress within the business (e.g., weekly newsletters).</li> <li>• Providing updates on outcomes of meetings and connections with individuals and organisations introduced to Yoti by the Guardians.</li> <li>• Guardians having more exposure with teams/progress on interaction with users/potential users, and how the product will be marketed.</li> <li>• On recruitment of new Guardians, we have incorporated all recommendations into the process, and will be recruiting new Guardians in a staggered manner to ensure we retain positive character and process of Council established.</li> <li>• Use of Slack channel for comms between meetings, allow for easier sharing of posts and interesting things that Guardians come across.</li> <li>• In recruiting a Chairperson for the Council, focus on candidates that will be well suited to bridge the connection between the Council and the Company Board.</li> </ul> <p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>• Eric to ensure a Slack channel for Guardians is set up for easy sharing of ideas and links between meetings.</li> <li>• Eric, Julie and Chris to develop a proposal for how the Guardian Council will efficiently receive, process and respond to issues identified by the user community for discussion at July meeting.</li> <li>• Topics identified for the agenda at the July Council meeting including: Yoti's international expansion plans, Yoti's likely funding plans, and feedback from UX testing and early user adoption/experience.</li> </ul>

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	<p>Following the review process, Yoti has requested all Founding Guardians to serve an additional full term (three years) on the Guardian Council, and all Founding Guardians have stated they would be willing to serve an additional term.</p>
<p><i>3d. Yoti attending public events and conferences</i></p>	<p><u>Issue:</u> Yoti is seeking to create a larger public profile for the company, and to establish itself as a thought leader in areas related to our company principles. As part of this, we will be increasing the amount and frequency of our public speaking, exhibiting and conference attendance in 2017. Linked to this, Guardians mentioned as part of the recent review process a willingness to speak publicly where appropriate on issues related to Yoti’s business principles and areas of thought leadership (where that aligns with issues the specific Guardian is already involved in).</p> <p><u>Discussion:</u> In discussing the topics, the group agreed:</p> <ul style="list-style-type: none"> <li>● Yoti should increase efforts to making more visible how much effort and attention Yoti is spending in ‘going the extra mile’ in being a thoughtful, values-based business.</li> <li>● Guardians can help bring attention to the core issues that Yoti is seeking to address, highlighting the thought leadership role that Yoti is taking in areas relevant to each Guardian’s expertise.</li> <li>● Yoti and the Guardians can do more to coordinate conference attendance and speaking events, with Guardians helping inform Yoti of important conferences to consider attending.</li> <li>● As Yoti builds case studies that highlight the significant problems that Yoti is solving, Guardians are interested in communicating about these successes in the course of their public roles.</li> </ul> <p><u>Actions:</u></p> <ul style="list-style-type: none"> <li>● Eric to gather information from each Guardian on topics they are interested in writing publicly on, and the likely places and publications that they would likely publish in, as well as conference speaking commitments.</li> </ul>
<p><i>Adjournment</i></p>	<p>The meeting was called to a close at 1925.</p>

2017 Meeting Attendance													
Meeting Dates	17/1	4/4					Yoti Staff	17/1	4/4				
Ken Banks	●	●					Robin Tombs	●	●				
Renata Avila	●	●					Duncan Francis	●	●				
Doc Searls	●	●					Paco Garcia	●	●				
Joyce Searls	●	●					Chris Field	●	●				
							Ana Castanheira	●	☒				
							Julie Dawson	●	●				
							Eric Levine	●	●				
							Emma Butler	●	☒				
							Anna de Pulford	☒	●				

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