



Corporate Identity and Corporate Identity Use
A Visa/CSFI round table discussion with Karen Wendel (Identrust), Barbara Quiroga (Delta Airlines) and Peter Wilson (National Fraud Authority)

**To be held on Thursday 10th February 2011 at
Innholder's Hall, 30 College Street, London EC4R 2RH from 12.15pm-2.30pm.**

*The third roundtable of the 2010/2011 Visa Europe Fellowship Programme on
Identity in Financial Services*

When we talk about “identity”, we are generally talking about our own identity as individuals. But when I log on to our business banking account, I’m not logging on as Dave Birch but as Dave Birch, an executive officer of Consult Hyperion. Does this make me a different person? Is Consult Hyperion a person, for identity purposes? And it’s one thing to ask me to prove that I’m an executive officer of Consult Hyperion to Barclays but how does Barclays prove who it is to Consult Hyperion? Are corporate frauds (eg, VAT fraud) helped or hindered by the lack of infrastructure? Could banks help their corporate customers? What about SMEs? What are the responsibilities and liabilities that go with a corporate identity? How can I prove that I am employed by my employer, that my employer banks with its bank and that it is owed money by a particular supplier? Can we really envisage a future where the transactional cycle (from offer to contract to warranty to archive) is online, digitally-signed and processed automatically?

The issues around identity and authentication for financial services in the corporate sector have been touched upon during the first two roundtables and now it’s time to open them up and explore them using international, expert perspectives. The panelists for this roundtable will be:

- **Karen Wendel** is the San Francisco-based CEO of IdenTrust, which has been working with banks to deliver identity solutions into the corporate space.
- **Barbara Quiroga** is Treasurer at Delta Airlines and a corporate user of financial services across industry, geographic and corporate borders.
- **Peter Wilson** from the National Fraud Authority understands the magnitude of the identity fraud problem for UK plc.

Attendance is free, but space is limited. So if you or a colleague would like to attend, please let us know by e-mailing nicole@csfi.org.uk or by phoning the CSFI on +44 (20) 7493 0173 as soon as possible.

Sincerely yours,

David Birch
Research Fellow **CSFI**, Co-Founder **Consult Hyperion**, Chair **Digital Identity Forum**



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