

<b>S. Joe Bhatia</b> President and CEO American National Standards Institute	<b>IDSP – Third Plenary Meeting</b> Arlington, VA Opening Remarks – April 27, 2009
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Good afternoon everyone.

My name is Joe Bhatia, and I am president and CEO of the American National Standards Institute.

It is my pleasure to welcome you to the third plenary meeting of the Identity Theft Prevention and Identity Management Standards Panel . . . better known as the IDSP.

IDSP was launched three years ago to facilitate the timely development, promulgation, and use of voluntary consensus standards, guidelines, and best practices related to identity theft prevention. The Panel’s work efforts aim to assist the private sector, government, and consumers in minimizing the scope and scale of identity theft and fraud.

In January 2008, the Panel reached a major milestone in its work effort. IDSP released a comprehensive report providing guidance to the private and public sectors on the role that standards and best practices can play in helping to reduce identity theft and fraud in the marketplace.

The report – which, when issued, received close to 4,000 hits – represented the successful culmination of a 16 month partnership between ANSI and the Better Business Bureau, and more than 70 participating organizations.

It is no surprise that interest in the panel’s work remains high. In the current economic climate, identity theft prevention has become a top security concern for millions of citizens – and the businesses that serve them.

According to Unisys Security Index data released earlier this month, nearly 75 percent of Americans believe that the global financial crisis has increased their risk of identity theft and related fraud. Overall, Americans now rate issues related to financial security as their top security concern – surpassing even National security

In the Spring of last year, following a survey and consultation of both new and returning members, the IDSP launched Phase 2 of its efforts with ANSI as the sole administering organization.

We established an ambitious work program to track progress on some of the areas of concern raised during the first phase of work . . . to delve deeper into the issues . . . and to explore new areas.

During the past year, IDSP has launched two new workshops that you will be hearing about in more detail later today and tomorrow.

The first workshop has called for strong identity verification standards to be followed prior to the issuance of birth certificates, driver's licenses, and other foundational credentials upon which our identity infrastructure is based.

A project team made up of key public and private sector stakeholders has been working to develop and test pilot such guidelines with a view to toward their eventual approval as an American National Standard.

The second workshop has been striving to come up with best practices for how research companies measure identity theft . . . what terminology they use . . . and what research still needs to be done on the various facets of the problem.

The past year also has seen the panel lend its expertise to several new initiatives on the international front.

Building upon strong working relationships formed within the IDSP, ANSI and the North American Security Products Organization (NASPO) proposed a new area of ISO technical activity related to combating fraud. Earlier this year, ISO approved our proposal and established a new technical committee, TC 247, on *Fraud countermeasures and controls*.

The U.S. will hold the secretariat of this new committee that will focus on the development of standards in the areas of brand and intellectual property protection, identity management, and financial fraud.

TC 247's work will complement a French-initiated ISO Project Committee, PC 246 on *Performance requirements for anti-counterfeiting tools*.

Under the leadership of the IDSP chair, ANSI also formed a virtual technical advisory group, or TAG, to advise ANSI's expert serving on the ISO Technical Management Board task force on privacy.

And IDSP constituents provided input to ANSI on the Austrian proposal for an international standard on consumer credit scoring.

I'm extremely pleased to see the broad impact that the IDSP initiative has had – not just here in the U.S., but on a global scale.

At this time, I would like to take a moment to say a special thanks to our IDSP Sustaining Partner organizations for their significant support and sponsorship of today's event:

AT&T  
IdentityTruth . . . and  
LexisNexis

Thanks are also due to the U.S. Department of Homeland Security for making this facility available and providing logistical arrangements for this meeting.

In these challenging economic times, the ongoing support of IDSP sponsors and participants is critical as we continue to tackle these key priorities.

It is also very important to have a steady hand at the helm of such an initiative.

One of the first items of business needed to launch IDSP Phase 2 was the appointment of a Chair to take the panel forward. Fortunately, we did not have to look far to find an exceptionally capable steward in James Lee.

In addition to being very well acquainted with the Panel and its operations, James brought first-hand experience dealing with the effects of identity crime on corporate brand and reputation.

James, we thank you for accepting this responsibility and for your leadership of the IDSP.

Before I turn the podium over to James, I would just like to wish you all a very successful meeting.

ANSI and its staff stand ready to assist you with the important work you are doing.

James, the floor is yours . . .

Thank you.

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