



Santa Claus is Coming to Town, And He's Privacy Compliant

NORTH POLE, CANADA, Dec 20, 2019 - News broke today in Canada's arctic as IdentityNORTH confirmed that Santa has completed this year's efforts to adhere to leading privacy standards ahead of his end-of-year trip around the world.

"Today marks a very important day in history for this thousand-year-old team," says Tinsel the Jolly Elf, Head of Operations at Santa's Toy Shop.

"We all know Mr. Claus has been doing this job since the beginning of time, but new factors have crept into play that merited some attention," said the Chair of [IdentityNORTH](#), Aran Hamilton.

After a breach in the tooth fairy's mailing list earlier this year, Santa wasn't taking any risks and decided to implement new measures at his workshop to ensure privacy compliance this holiday season.

Joni Brennan, President of the [Digital ID & Authentication Council of Canada](#) (DIACC) oversaw a collaborative industry approach. "It really was an incredible first-use case for the new Pan Canadian Trust Framework," she said, referring to the landmark release of a new vision for digital identity and transactions by the DIACC earlier this year.

When his sleigh takes off on its around-the-world trip, Santa's coveted "Naughty or Nice" list will be only comprised of first names and postal codes, and next year's list will be run on an opt-in basis. Moving forward, only children that actually write to Santa will have their good and bad deeds tallied yearly.

Each December 26th, Santa will purge his list and start fresh. Access to the list and updating the confidential information will now only be made available to the highest-ranking elves authenticated through SecureKey's Verified.Me mobile application.

"Santa and his elves may know if I've been naughty or nice, but we should all know that this sensitive data is being protected at all times," says Eric Swedersky, SVP of [SecureKey](#).

"January will kick off a year of innovation for Santa's team as they transition from a lot of legacy systems," added Mark Kafka, Enterprise Account Executive-Canada at [Auth0](#). "This is a big project and it's good to see so many leaders from the public and private sectors collaborating on this project."



“While Santa’s work has become increasingly digital, his passport and driver’s licence remains physical in nature,” said Debbie Gamble, Chief Officer, Innovation Labs and New Ventures at [Interac](#). “Through our recent acquisition of 2Keys, Interac is working to develop a comprehensive digital identity solution for the Canadian marketplace, helping Santa travel and share his ID digitally with security and convenience.”

“With all the things on Santa’s plate, secure access to identity and transaction data shouldn’t be one of them,” added John Scott, CEO of [2Keys](#).

Most recently, Santa leveraged a Canadian solution on a case study that enabled Santa’s elves to authenticate without having to remove their protective festive gear. Elf hats and mittens sometimes interfere with the biometric controls that Santa has in place. Outfitting production elves with a [Nymi](#) wrist band, allowed the workers to authenticate into secure systems using only an NFC tap from their fingerprint enabled Nymi Band, increasing production productivity at Santa’s toy shop.

“Santa has been around longer than me and my writing on “Privacy by Design” but he’s really showing great leadership here. Our children’s data must be protected. Santa’s workshop becoming privacy compliant is a step I’m really happy to see,” says Former 3-term Ontario Privacy Commissioner Ann Cavoukian.

TD Bank recently announced that for upcoming IdentityNORTH events, they will sponsor a track of keynote addresses from across Canada and around the world speaking on topics associated with the ethical use of digital identity technology.

“We are pleased to sponsor this track of speakers around ‘I.D. for Good’,” said Franklin Garrigues, Vice President, Digital Channel, at [TD](#). “But at this time, I cannot confirm or deny that the keynote at IdentityNORTH in Vancouver will be Saint Nicholas.”

The countdown to Christmas is on and we wish you all a very happy holiday and jolly New Year! We look forward to seeing you at the upcoming Vancouver DIACC working meeting January 21, followed by the IdentityNORTH Western Workshop in Vancouver, January 22 and 23, 2020.

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For Additional Information
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