

... to www.pib-d.net, the network home of PIB-d Ltd

PIB-d seeks to give individuals control of trusted personal data online, starting in the education sector. Details about the company's shareholders can be found in the 'About PIB-d' section.

Our idea is that, in time, an individual will be able to choose a Personal Data Service (PDS) from a managed market or ecosystem (PDE), and then use their new account to: (i) register with, sign-on to, and communicate with, multiple counterparties, both organisations (initially learning providers) and individuals (initially fellow students); and (ii) give explicit permission for the transmission of trustworthy personal information (which may include 'identity' and money) to and between such counterparties.

The lead application for PDE is a portable personal education record, to be used as a point from which an individual can interact with learning providers, and transition between them and into employment. Other applications include distributed social networking, low value payment, proof of age, proof of identity, reverse (or permissioned) marketing, and many more. The ecosystem will be governed by a non-profit; long-term candidates for the PDS role include banks and mobile network operators, but the first movers are likely to be start-ups, and /or the Identity Providers active within the Gov.UK Verify identity assurance scheme.

PDE can be thought of as a pulling-together of development trends from the fields of payment systems, user-centric identity-management, social networking, and telecommunications. It offers benefits to all parties: individuals will gain control of their personal information, and so can do more things on the web without risking their privacy; while organisations will see: (i) reductions in the costs of securely authenticating, and obtaining trustworthy personal information about, individuals; and (ii) reductions in the costs of customer acquisition (or employee recruitment or citizen participation) as their marketing becomes ever more focused on those likely to engage.

PIB-d has now completed an initial feasibility study, and is now gradually developing the consensus required for a second phase of work, leading to pilots. You can find out more, both about the PDE concept and the development company, by browsing this site. There are also a number of relevant white-ish papers.
