



SecureKey designated as a *Privacy by Design (PbD)* Organizational Ambassador

SecureKey authentication solutions meet the core principles prescribed by PbD by enhancing information security and protecting consumer privacy

GTEC (booth #527) – Ottawa, Canada, November 7, 2012 – SecureKey Technologies Inc. today announced that it has joined an exclusive but growing group of privacy thought-leaders committed to ensuring the ongoing protection of personal information by following the Principles of *Privacy by Design*.

Privacy by Design is a concept that was developed by Ontario's Information and Privacy Commissioner, Dr. Ann Cavoukian, back in the 90's, to address the ever-growing and systemic effects of Information and Communication Technologies, and of large-scale networked data systems. It has since grown into a tangible and functioning reality, with a robust framework of principles and implementation guidelines. Many public and private sector organizations have adopted the principles of PbD, representing diverse fields, from specific technologies or organizational practices, to entire information ecosystems and architectures.

"I am delighted to welcome SecureKey Technologies as a PbD Ambassador. The company has built strong cryptographic authentication into its innovative products that is consistent with the principles of my Privacy by Design framework. SecureKey recognizes that personal data are best protected when strong privacy safeguards are built into new technologies, without sacrificing client convenience."

The objectives of *Privacy by Design's* 7 Foundational Principles are:

1. Proactive not Reactive
2. Privacy as the Default Setting
3. Privacy Embedded into Design
4. Full Functionality
5. End-to-End Security
6. Visibility and Transparency
7. Respect for User Privacy

"SecureKey's innovative solutions for authentication, payment and identity are, at their very core, intended to proactively address privacy. This philosophy is central to the entire culture of the organization", said Charles Walton, CEO, SecureKey. "We are honoured to be a *Privacy by Design* Ambassador."

SecureKey recently launched a new authentication service for the Government of Canada that allows Canadians to use their bank authentication credentials to obtain access to online government services using Privacy by Design principles.

[About SecureKey Technologies Inc.](#)

SecureKey provides an innovative platform-as-a-service for authentication, payment and identity. By embedding its security client in laptops, tablets, and mobile devices, SecureKey enables partners to deliver scalable, easy-to-use solutions with the security of chip-based identity and payment credentials. Financial institutions, healthcare providers, telecoms, and government organizations are using SecureKey



today to provide two-factor and federated authentication and identity solutions. SecureKey is a privately-held company based in Toronto, Canada, with backing from leading technology, payments and mobile industry network providers. For more information, visit www.securekey.com

[About GTEC](#)

GTEC, the Government Technology Exhibition and Conference, is now in its 19th year and is produced in Ottawa by UBM TechWeb. The event includes a professional development conference, a major exhibition, the Distinction Awards Gala and an international delegates program. Over the past five years, GTEC has explored "Government 2.0" as a way for governments to integrate Web 2.0 technologies into their service transformation efforts. More information on GTEC can be found at www.gtec.ca.

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