

Privacy Sigma Riders Episode 10: Identity, Trust and Control on the Humanized Internet

Creating a human-centric Internet for the benefit of all individuals

Host Michelle Dennedy discusses protecting the most vulnerable populations in our digitized world with Monique Morrow, co-founder of the Humanized Internet.

Michelle Dennedy: 1.5 billion people have no legal way of proving their own identity, effectively cutting them off from basic rights and services, such as healthcare, education and more. For the most vulnerable, women and children living in extreme poverty or in refugee camps, being invisible to formal systems increases their risk of falling victim to human trafficking and even worse. Is global identity the solution to this billion-person problem?

What about your own personally identifiable information online? Are we in control of our identities? Can we trust that an identity database would never be misused, abused or worse?

Cybersecurity. Data protection. Privacy. You like to stay ahead of the curve, and listen to experts who are leading the way in deriving greater value from data with a more organized approach to data privacy. You're like us, just a few deviations past the norm. You are a privacy sigma writer.

Hi everyone, I'm Michelle Dennedy, Chief Privacy Officer at Cisco. I am honored and thrilled and excited to have a very special Cisco alum with me today. Monique Morrow, is Cisco's first Services chief technology officer. Today she is the President and co-founder of The Humanized Internet, a nonprofit focused on providing trusted, persistent digital identity to those individuals who are most vulnerable. We could fill an entire podcast just listing the awards and honor that Monique well earned over the years. So here's just a handful of her recent accolades.

Monique has been awarded CloudNow's Top Women in Cloud and Innovations Award, the Top Hundred CIOs for 2016, Ten Women in Networking Communications You Should Know (and I'm glad I do know). The DECA International Entrepreneur Spirit Award and most notably, she's the first woman to receive the prestigious Global Citizenship Award. So hello, Monique, it's a humbling sort of bio you've got there.

Monique Morrow: It's a pleasure to be here with you.

Michelle Dennedy: Let's talk about your own background as an identity. You are truly a citizen of the world and now you're trying to solve a billion-person problem. What's that all about? What's your origin and how did you become a citizen of the world?

- Monique Morrow: Oh my goodness, that goes back to my childhood, being a daughter of a military family, meaning I traveled quite a bit so my mantra has always been home is where your suitcase lands. So that makes me pretty much a citizen of the world. I studied abroad, I worked half my career abroad, so indeed, there's a lot to discover in our world.
- Michelle Dennedy: It's good to be at home everywhere. Tell us a bit about The Humanized Internet and how this project came to be. I think it's both at the same time such a daunting project and you and I have both faced women, children, victims, who have become stateless entities unto themselves because they don't have an identity.
- Monique Morrow: It all started out during my late days in Cisco and I really felt passionate about this topic about providing identity to those who don't have it. Just as you stated, I mean, if you don't have the [inaudible] of who you are, you don't have anything, and so we tend to trust papers versus some digital persona of who we are. And we do have to focus on the most vulnerable, who are women and children. So if you think about in the refugee camp, a refugee camp, people will stay there at least five years and there's so much that happens in a refugee camp.
- Women and children are sometimes trafficked. I'm also inspired by the story of Meena is the story, a nine-year-old girl in India who was sold to a brothel--
- Michelle Dennedy: Wow, nine years old.
- Monique Morrow: Nine years old by her uncle.
- Michelle Dennedy: That's a baby.
- Monique Morrow: By her uncle and in the course of 12 to 13 years, she had two children, and because she couldn't prove the provenance of who the father of her children was, she couldn't get her children until later. She was actually saved, or there was a group that intervened on her behalf, got her out and eventually her children. But can you imagine? If you had proven the identity of this child this could not, should not, must not happen. And that's the whole point of The Humanized Internet.
- We call it sort of freedom as a service, because it's freedom of who you are. But freedom is also a human right and I think that's the very beginning. It's a huge problem to solve and I'm really glad there are a lot of organizations involved.
- Michelle Dennedy: Yeah, it's a stunning, stunning story to say that a person, a human, that you've given birth to, you can't just vouch for that individual and say, "Hey, that's my son, that's my daughter, and it doesn't really matter who the genetic other partner is here, this is my kin." And yet at the same time we're having all these discussions about identity that there's no privacy anymore because we can observe everything, we can record everything, we've got it all covered and all information that goes to law enforcement must be true on and on and on.
- So which is it? We've got a billion people we can't even account for, or we're observing everyone. So who's in control here?
- Monique Morrow: Now, that's a great question because it's a little bit of both. I'll call it a polarity between there are people who have walked in the shoes, I mean, imagine if you wake up tomorrow and you

have to leave because there's crisis in this country or wherever. You don't have any papers anymore, you could have the papers, but they're not going to be recognized...

Michelle Dennedy: Or they're issued by a government that nobody respects.

Monique Morrow: They're issued by a government that nobody respects, which has been the case with some of the people with whom I work in The Humanized Internet. And so now you have on one side, a database of if you take the United Nations High Commission of Refugees of 68 million people who are running away, if you had a despot, would it be up for grabs? And so that's the side that is very, very tense.

On the other side, we have different personae. So it is this tension that we are products and we don't seem to have control. Think about what's happen with Equifax and so on, and so this question of being in control is very, very important about taking your identity back and add with the tension of this notion of or polarity of safety. You know, are we going to become a surveillance state? So I think this is really, really important. The Humanized Internet is looking about this whole notion of freedom and so freedom to share what you have with whom [you choose] at any point in time. I think this is really the principle and tenet of The Humanized Internet.

One of the refugees with whom I work, I actually said it didn't matter that he had all of the copies of his documents on Google Drive; it wasn't accepted.

Michelle Dennedy: Because it was digital and not a stamped, notarized--

Monique Morrow: With an Apostille seal.

Michelle Dennedy: Yeah. This is the amazing thing to me and I've had similar things. My oldest has just gone to get her driver's permit and there's room for fraud if I just was able to point at her and say, "Yeah, that's my kid, teach her how to drive." But the objects that I had to produce as her proxies for identity were just fascinating and they all had to be paper and we're talking about an internet and I live in the heart of Silicon Valley, so even in the heart of Silicon Valley, you must produce paper that has a raised seal that someone can touch or that person is not eligible to even get a driver's license.

Now imagine if that person isn't the child of a geek who happens to have all of my experience and all my papers and all the privileges that I have. It's a daunting, daunting task for someone to prove one persona and the thing I want to tease out is that you really sparked my thoughts is we are so many persona. I'm the crazy onesie dancing unicorn persona at home, and I put that on Facebook because I choose to do that and it's silly. And then I'm the executive who's looking at trying to guide a \$60 billion company and make sure that they are in compliance and governance for privacy and then there's the friend and the partner who just laughs over a cup of coffee.

If you were a refugee in The Humanized Internet, do you get to ever be anything more than a victim? And if so, how?

- Monique Morrow: The whole idea of ... as a refugee, and by the way, there is a refugee and [there are] those who are stateless people, the whole--
- Michelle Dennedy: Can we talk about that, because I don't know the difference.
- Monique Morrow: Okay. Well, refugee is you're fleeing a state. It's war-torn. An example of refugees could be what you see in Syria, or what you see, for example, with the Rohingya situation.
- Michelle Dennedy: So if you're seeking sanctuary, essentially.
- Monique Morrow: Well, yes, because you have to flee. There is no choice. If you go back, you will be persecuted. If you take the situation with ISIS, that would be an example of being a refugee because you have no choice but to flee.
- Michelle Dennedy: Even if you want to be home, you cannot.
- Monique Morrow: You cannot go back. So that's defined and there's a whole charter in 1956 that defines what a refugee is. A stateless person is a person who has no papers. At least a refugee may have something. They may have. The example of I have copies of my passport or whatever on a Google Drive. A stateless person, and I met one who happens to be a stateless person now living in the Netherlands, an example is he was born in Kuwait and of Syrian parentage, heritage or whatever, and what happened was there was the first Gulf War, his family fled, papers got lost. No proof of who he is, went to Dubai, somehow got into a global company as a coach, he's very articulate.
- Goes to the Netherlands, to The Hague, doing a great job until the Dutch government recognized, where are his papers? They asked the question. That's a stateless person. He has no provenance of who he is. That's defined, so no provenance, I don't have even a digital copy of my papers. So there are two statuses you can have, key statuses and so that's really important from the very start.
- And I go back to what you were talking about, the different types of personae. If you can imagine not having any documents, then you are without any rights, so imagine that for one minute. When I set up this nonprofit organization, which was very interesting, it's a Swiss-based nonprofit organization. I have a co-founder in Toronto, Canada, one colleague who was a refugee in Berlin, and the way that the papers had to flow, we had to send papers by mail, by post, to Toronto where my colleague in Toronto had to get an Apostille seal from the Swiss government, from the Swiss embassy, which there's no embassy in Toronto.
- Has to go and get those papers with an Apostille seal and actually back to post to Switzerland. I think we're in the 21st century, we could do a little bit better than that.
- Michelle Dennedy: One would think.
- Monique Morrow: I mean really, so this is really, really key and so the thing of it is we are carrying all kinds of documents with us. Just the example of your daughter having to go through the whole process of proof of who she is to get her driver's license. We need to be able to say what freedom of a

service means is that you're going to be in control. So the refugee, this is the difference, or the stateless person, has to have control of who he or she is.

Michelle Dennedy: Right.

Monique Morrow: They may have a mobile phone, they may have some kind of tool, but they have to be in control, and the minute you start doing biometrics and all the others [inaudible], they get very concerned about who's going to get ahold of that data.

Michelle Dennedy: Right, as well they should. It makes a lot of sense. I had a really fascinating conversation with Cisco's Operations team, so we go in for free (well, free to everyone else--Cisco's expense), to set up what's known as TacOps [Cisco Tactical Operations]. So we set up a web-controlled command center, we work with local authorities and what the guys told me is there are two questions that are asked by anyone showing up to the truck where we're providing services and they say, number one: "Where am I?" These are refugees who've been, as you say, they've been running through the night, they're not sure if they've crossed the right border or not.

I mean, it feels like the underground railroad in the 1850s and then they ask, "Is there Wi-Fi?" So there is a desire, before water, food and shelter, to be connected to other human beings, to prove your identity, to know where physically your body is. These are very human and humanized needs and I think that is what is so critical about your Humanized Internet, bringing these two notions together of technology meets a human need. I wanted to ask you a little bit more about this trusted digital lockbox idea and so let's break it down in your inimitable Monique way.

Monique Morrow: Sure.

Michelle Dennedy: How do we get from basic human needs to blockchain? That seems like a very long leap.

Monique Morrow: First and foremost, the person shouldn't know what the solution actually is. It should be so hidden it's easy. You're hiding the complexity of a very, very large problem. And so would blockchain be an example, would biometrics be an example, encryption. You know, perhaps it depends on what you want to do. I mean, identity access management is a very sensitive thing.

Do you want to put your birth certificate on blockchain? That's immutable, that's one thing.

Michelle Dennedy: And have it out there so no one can steal it because it's already out there.

Monique Morrow: But do you want to put everything on a blockchain? Not necessarily, so the real question is how do we handle the trust deficit? And there are very basic technologies, biometrics, I mean, you know the United Nations typically uses biometrics, they use some notion of DNA test, at least because children get separated, but it's also about the question of who's database and what happens if that database gets hacked?

And then of course encryption. The whole notion is you've got these enabling technologies. I think the way the lockbox could work, and this is just Monique talking about of the day it could work, is think about what I want to share, when I want to share it, in the language I want to share.

- Michelle Dennedy: Yeah.
- Monique Morrow: Now, children don't know about cipher keys.
- Michelle Dennedy: Well, some children do.
- Monique Morrow: Some may.
- Michelle Dennedy: Some of them are in those refugee camps.
- Monique Morrow: Some may not know that, so it's ... Could I imagine a rhyme in the language and that would be sort of the double lock that I would open up, right? So think about the digital lockbox, what I want to share, when I want to share, it's like a double-double lock box and I think that's the direction to go, and it's a big, hard problem.
- This is a hard problem of storage. And it's a hard problem, too, of who has what data about you at any point in time. And so yes, there're a lot of fantastic organizations in identity management today throughout the world, but giving the refugees that control or stateless people that control is really the big opportunity here.
- Michelle Dennedy: Yeah, it's a huge challenge and I think you're right and it would be great if they had this sort of sense of lock box of place or assignment that says "If nothing else, your name here is sacred. No matter your size or age or rank, your name here is sacred and you can build your new identity however you choose."
- Monique Morrow: Exactly and we go back to the introduction, Michelle, you talked about what happens with the most vulnerable people in our society, and by the way, sex trafficking occurs in San Francisco, it occurs in your own backyard, right?
- Michelle Dennedy: Yeah, the Super Bowl and CEC [Commercial Exploitation of Children] are some of the largest sex trafficking depots on the planet--
- Monique Morrow: On the planet. And so could we think about technologies that actually prevent that from happening, and so this gets into the notion of where you register, who are you are at any point in time. I mean, I go back to that nine year old girl, the story of Meena and it was produced, the documentary is a riveting documentary produced by Lucy Liu, you can't get beyond 10 minutes without getting sick about what happened to that nine year old girl.
- Michelle Dennedy: So Monique, we're talking about really heavy stuff here, human trafficking, stateless human beings, how do we fix the internet for personalities and personas and identity management and controls. Why would a company like Cisco be thoughtful and mindful and how do this relate to what you used to do at Cisco, what we're doing currently at Cisco, going to the future. So you know, what happens if you're not a stateless person and you're listening to this broadcast, going "Why am I listening to this on a Privacy Sigma Rider's broadcast?"
- Monique Morrow: Well, first and foremost, you go with where your passion is, that's one part of it--
- Michelle Dennedy: Exactly.

- Monique Morrow: There's always going to be, in my opinion, in-humanitarian use of technology. Full stop. The other portion of this is around the internet of things and trust. You know, when we look at what's happening with information pulsating we're talking about examples where there is a potential of abuse and so if anything privacy and trust are going to be very critical about what we're doing about identify. Whether or not mass encryption is a solution, whether or not, you know, you have billions of devices talking to devices. Certainly, the security of things is going to be extraordinarily important.
- That's why we're here. That's why we're talking about it.
- Michelle Dennedy: It all goes over infrastructure, doesn't it?
- Monique Morrow: It goes through infrastructure and what better company than Cisco is positioned to actually provide those solutions? It goes from what is the most obvious, because infrastructure talking to infrastructure et cetera, to where we can solve for billion people plus problems. And so I think this is really why we're sitting here, Michelle, you and I, talking about humanitarian use of technology. Yes, you're not a refugee and you're not a stateless person, but privacy and security threats are extraordinarily important and when you think about it, people are running away from despots and so their information has to be protected.
- That's exactly why we're here.
- Michelle Dennedy: Yeah, and it's a such a perfect answer, and it's not just a why Cisco? If I am the CPO for a healthcare unit, what is the ebb and flow of the people who want to visit their loved ones, who may or may not have documentation. They're related. What is the status of access to medical care? If I'm an airline carrier, how are these trafficked people getting around? Well, they're getting around on identities. There's so many touches I could make a story about being passionate about your human employees and customers for every single business with whom we work and sell gear to.
- So I wanted to highlight that this is not pie-in-the-sky stuff. These are things that I think lead our digitized economies forward.
- Monique Morrow: I agree with you, and so the other notion is we travel with all these sorts of documents and papers, et cetera, we've mentioned this before. We need to think about, at a macro level, what we want to choose and how we want to choose to share with whom at some point in time. And so whether it's things and this notion trust is very foundational. I had a discussion with one person who's a refugee. He's separated from a person he loves very much and she happens to be in another part of the world.
- They can Skype with one another, but because they lack certain documents, they can never be united.
- Michelle Dennedy: Right.
- Monique Morrow: Today.
- Michelle Dennedy: And that's tragic.

- Monique Morrow: It's tragic, but again, it goes back to privacy and security and being able to have some level of capability of flowing through the borders when you want to and however way you want to. What I'm looking at is a very, very difficult problem to solve. Can you imagine going through immigration and saying, "I'm choosing to share with you something" and that individual's saying "I think you're coming from the United States," and you have sort of this multi-trusted Apostille capability that happens in real time. We're not there.
- Michelle Dennedy: Right, not at all. Not at all and I think this is a good question, particularly for someone like you. You've been on the corporate side, you've been on the humanitarian side. Do you think market forces alone can help push this forward? What gives you hope for the future of these efforts?
- Monique Morrow: The world is changing as we see it--
- Michelle Dennedy: For some good and some kinda scary.
- Monique Morrow: Right, and so we've always had this, we'll call it a polarity, between good and evil and so what's important is purpose driven and I'm not talking about corporate social responsibility, I'm talking about really purpose driven. Let me give you some data here. 85% of people who are in companies hate their jobs.
- Michelle Dennedy: Wow. That's the majority.
- Monique Morrow: They want more purpose. They hate their jobs. That's a fact, that was just a recent statistic that was released--
- Michelle Dennedy: I find that as tragic as your separated lovers.
- Monique Morrow: Yeah, I mean, it is tragic. To think they don't feel a purpose in their job. And the other notion is that 83% believe that their businesses should be involved in social issues. So there is this, again, the new currency so we can have the new currency of privacy and security, coupled with something [inaudible 00:22:55] purposeful. 91% of consumers say they would switch to a brand of a similar price and quality if that brand supported a good cause.
- So it's also to know your ecosystem of suppliers. If your suppliers are using child slave labor, then nobody's going to buy from you. It doesn't take much to [inaudible] that brand. So purpose-driven economies, or companies rather, outperform the S&P 500 by 14 to one over a 15-year study. So that's a fact. I think what you do, and this is extraordinarily important, kudos to you Michelle, is this whole discipline--
- Michelle Dennedy: You can't see me blushing on the podcast.
- Monique Morrow: --is the intersection of law, technology and humanity. It's so critical and you're discipline is required more so than ever before. We have to have the power of the "and" in these sets of disciplines and I think this is going to be the really, really new currency for the 21st century.
- Michelle Dennedy: I have to believe that it's true. It's funny, I've only known you, Monique, for two years, but the day I met you, we were like instantly bonded souls because I think we share this passion, this purpose to say wherever we are and whomever pays our paychecks at the time, it's a common

purpose to be a force of good, build in these architectural thing, use what we know about technology, use what we know about policy and all of our experiences to drive us forward to a positive place for ourselves and our loved ones. I've always felt that and so I'm thankful and honored to have you as our guest. One of the original sigma writers.

Monique Morrow: Likewise, Michelle, likewise.

Michelle Dennedy: I have to come up with a good T-shirt logo with a sigma on it so that you can wear your badge. So Monique, tell us, how do people find you, how do they contribute and help The Humanized Internet, a nonprofit focused on provided trusted, persistent digital identity?

Monique Morrow: Absolutely, we need a lot of help. So now, thehumanizedinternet.org is one way to find us. My twitter is @MoniqueJMorrow and email is monique@thi.ninja.

Michelle Dennedy: Yes.

Monique Morrow: By all means, do reach out. There is this whole notion of purpose and you know, whatever you do at Cisco, whatever you do, always think about the purpose and why you're doing it, and so this is one opportunity for everyone.

Michelle Dennedy: Excellent. Thank you, Monique, I am humbled and honored to have you.

Monique Morrow: Thank you.

Michelle Dennedy: To all of our listeners, that is for you. It's a wrap.

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