A Framework for Authentication

Ed Dietrich - Senior Vice President
Hologram Industries
Board Member - International Authentication Association
The International Authentication Association (IAA)

- 20+ Members
- Users and Providers of Authentication
- International - US & Europe
- Goals:
  - Promote education & understanding
  - Create dialog - improve practice
  - Voice for the Authentication Community
- Members include:
  - J & J, DuPont, 3M, Honeywell
- Patron Program in 2009
- www.intlaa.org
Why The Need for a Framework?

- Lack of common:
  - Terminology
  - Understanding

- Effective standards development limited

- Try to reduce a complex subject to elements which can be communicated and understood

- Needs to be applicable to all situations & actionable in real-world situations

- A tool for strategy development, decision making and implementation
What Does It Mean to “Authenticate”?

- Informed questioning and examination
- A “trial” billions of times per day
- Legal implications:
  - Seizure
  - Prosecution
  - Liability

authenticate | Ô 'θenti,kāt | verb [ trans. ] prove or show (something, esp. a claim or an artistic work) to be true or genuine
A Trial Relies on a Presumption and Evidence

- What is, or should be, the presumption when it comes to the status of an item:
  - Authentic until proven fake
  - Fake until proven Authentic

- To prove either, you need evidence

- And you need to cross a point (Threshold) where you can reasonably believe you have “proved” one way or the other

**evidence** | ˈevədəns |
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noun the available body of facts or information indicating whether a belief or proposition is true or valid
Authentication Requires Evidence

The presentation of evidence is governed by State and/or Federal Rules of Evidence and/or case law, but in *general there are at least six things that have to be proven in these cases*:

1. That plaintiff’s goods are authentic;
2. Why plaintiff’s goods are authentic;
3. Defendant’s goods are not authentic;
4. Why defendant’s goods are not authentic;
5. Why defendant actually knew the goods were not authentic, and/or
6. Why defendant should have known the goods were not authentic.

From: The Legal Framework for Authentication – M. Kelly Tillery
Authentication News, July 2006
Elements of the Framework

Drivers

Environment

Transactions

Thresholds
Example for Today

Transaction Acceptance Process

• Clear example of the Framework
• Uses both sensory and digital tools
• Supported by clear & concise training
• Ubiquitous
Drivers for Authentication

- A few truths about Authentication:
  - Authentication is inconvenient
  - Authentication has a cost
  - Authentication requires training

- It's not a voluntary act - it needs some motivation or "driver" to compel it to happen

- In most places / cases where authentication "works" today it works because it's mandatory

- Drivers can be:
  - Legally based
  - Safety based
  - Value based

Fighting fraud in every transaction
If you are a card-present merchant, take the following steps to ensure the legitimacy of every Visa card, cardholder, and transaction. Under the Visa U.S.A. Inc. Operating Regulations, merchants or their sales associates must check the card security features, request an authorization, and obtain the cardholder's signature.
Environment

• An authentication "environment" is:
• The whole of the influences surrounding any authentication transaction, which can/do effect the viability and effectiveness of the transaction
• Elements include:
• What is being authenticated - physical, digital, people?
• Venue
• Examiners
  • Their level of training and motivation
• The tools and technologies available
• Time available
• When is it necessary / desirable to authenticate
• The costs, in both money and other resources, of authentication
Effect of Environment

• The environment for an authentication transaction sets the boundaries for what's possible

• While a driver can set the rules, they will always be governed by the realities of the environment in what can be practically achieved in an authentication transaction and how high the threshold can be

• Example: FDA with RFID & pedigree
Authentication Tools

• Intrinsic Authentication Tools
  • Functional or aesthetic elements of the product not intended for authentication
• Could include:
  • Specific materials
  • Unique construction features
  • Stiching

• Extrinsic Authentication Tools
  • Added for the primary purpose of authentication
• Sensory tools
  • Overt
  • Semi-Covert
  • Covert
  • Forensic
• Digital tools
  • Serialization
  • Bar Codes
Tools Need Training

Visa card features and security elements

Cards with Visa Holographic Magnetic Stripe on Back of Card

The Holographic Magnetic Stripe should have a ring around the sun when the card is moved from side-to-side. The word "VISA" should appear in the center of the sun when the card is tilted.

The Signature Panel has an updated tamper evident design, as shown here, or has a custom design.

If someone has tried to erase the signature panel, the word "VOID" will be displayed.

Card Verification Value (CVV2) is a three-digit code that appears either on the signature panel or on a white box to the right of the signature panel. Portions of the account number may also be present on the signature panel. CVV2 is used primarily in card-not-present transactions to verify that the customer is in possession of a valid Visa card at the time of the sale.
## Fit to User Objectives

<table>
<thead>
<tr>
<th></th>
<th>Brand Integrity</th>
<th>Detection / Discernment</th>
<th>Market Intelligence</th>
<th>Seizure</th>
<th>Prosecution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overt</td>
<td>Green</td>
<td>Yellow</td>
<td>Green</td>
<td>Green</td>
<td>Green</td>
</tr>
<tr>
<td>Semi-Covert</td>
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<td>Green</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
<tr>
<td>Covert</td>
<td>Red</td>
<td>Yellow</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
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<tr>
<td>Forensic / In Product</td>
<td>Yellow</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
<td>Red</td>
</tr>
<tr>
<td>Track &amp; Trace / Digital</td>
<td>Yellow</td>
<td>Yellow</td>
<td>Red</td>
<td>Yellow</td>
<td>Yellow</td>
</tr>
</tbody>
</table>

**Legend**
- **Good Fit**
- **Partial Fit**
- **Poor Fit**
## Fit to User Groups

<table>
<thead>
<tr>
<th></th>
<th>Public</th>
<th>Company</th>
<th>Supply Chain</th>
<th>Customs</th>
<th>Police</th>
<th>Attorney</th>
<th>Judge &amp; Jury</th>
</tr>
</thead>
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Transaction

An authentication transaction is the deliberate interaction, using a specified process, in relation to the examination of an item with respect to its authenticity.
## Transaction Example

### Quick steps to Visa Card acceptance

1. **Check the card security features (listed below).** Make sure that the card has not been altered.
2. **Swipe the stripe.** Swipe the card through the terminal in one direction only to obtain authorization.
3. **Check the authorization response.** Take appropriate action for the specific response:

<table>
<thead>
<tr>
<th>Response</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved</td>
<td>Ask the customer to sign the sales receipt.</td>
</tr>
<tr>
<td>Declined</td>
<td>Return the card to customer and ask for another Visa card.</td>
</tr>
<tr>
<td>Call or</td>
<td>Call your voice authorization center and tell the operator that you have a “Call” or “Call Center” response. Follow the operator instructions.</td>
</tr>
<tr>
<td>Call Center</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Note: In most cases, a &quot;Call&quot; or &quot;Call Center&quot; message just means the card issuer needs some additional information before the transaction can be approved.</td>
</tr>
<tr>
<td>Pick Up</td>
<td>Keep the card if you can do so peacefully.</td>
</tr>
<tr>
<td>No Match</td>
<td>Swipe the card and re-key the last four digits. If &quot;no match&quot; response appears again, keep the card if you can do so peacefully. Request a <strong>Code 10</strong> authorization.</td>
</tr>
</tbody>
</table>

4. **Match the numbers.** Check the embossed number on the card against the four digits of the account number displayed on the terminal.
5. **Request a signature.** Have the cardholder sign the transaction receipt.
6. **Check the signature.** Be sure that the signature on the card matches the one on the transaction receipt.
Authentication Threshold

• An authentication threshold is:
  • the recognized point where the examiner in an authentication transaction
  • using an agreed set of tools
  • and an agreed process
  • judge an examined item to be authentic
What Can We Learn?

• More evidence / more certainty

• Need a range of tools
  • One tool cannot provide certainty, nor be applicable in all situations & with all user groups

• Information that needs to be shared:
  • Specific toolsets
  • Order of examination
  • Reference examples
Thanks

Ed Dietrich
e.dietrich@hologram-industries.com
541-490-7920

IAA: www.intlaaa.org