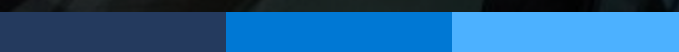




Improving cybersecurity posture with Web 3.0 identity

Matthew Wong
Senior Security Cloud Solution Architect
ywong@microsoft.com



Agenda

Daily Identity Risk

Improve Current Identity Protection

Web 3.0 Distributed Identity

Identity Theft



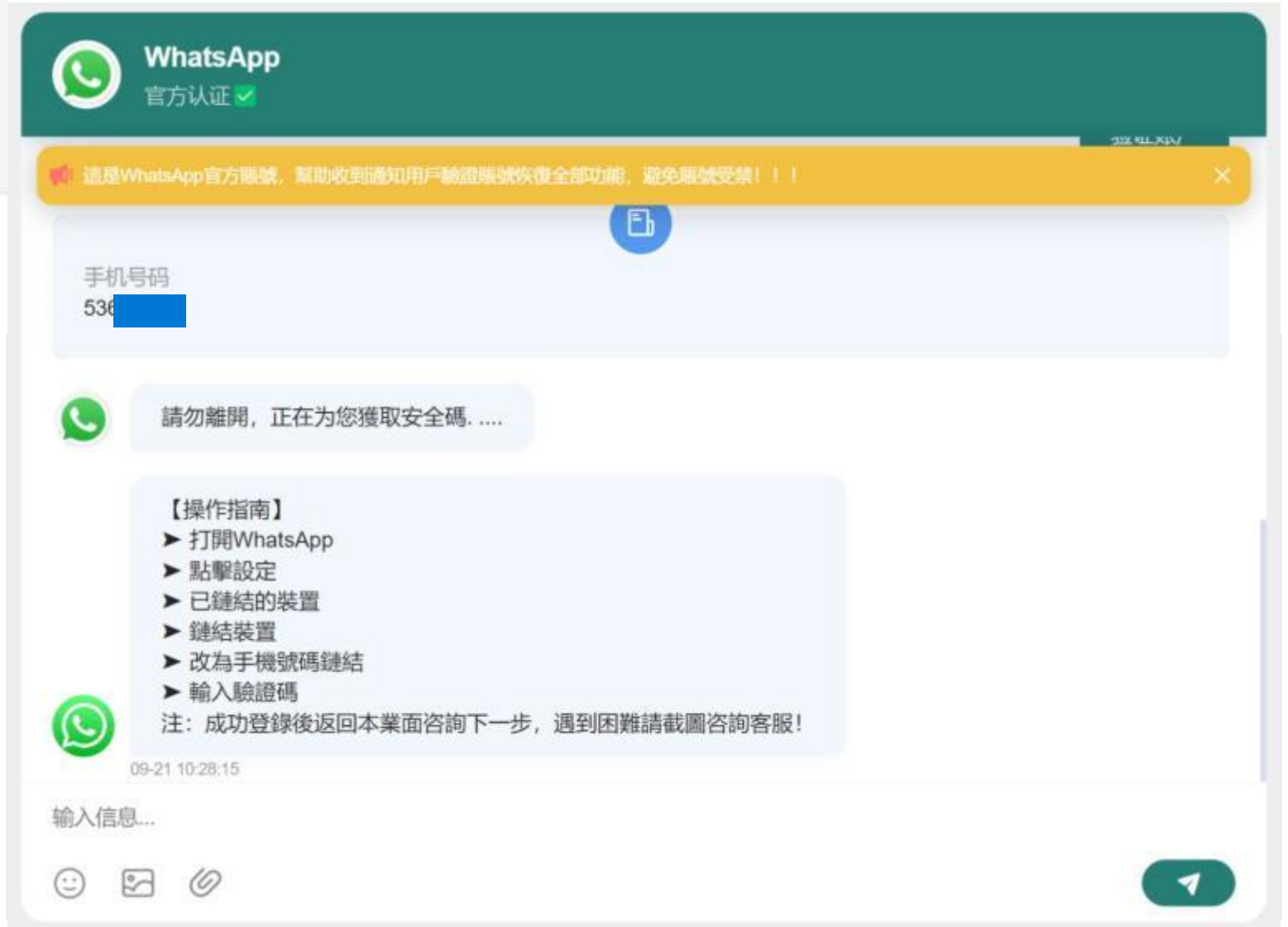
Identity Theft



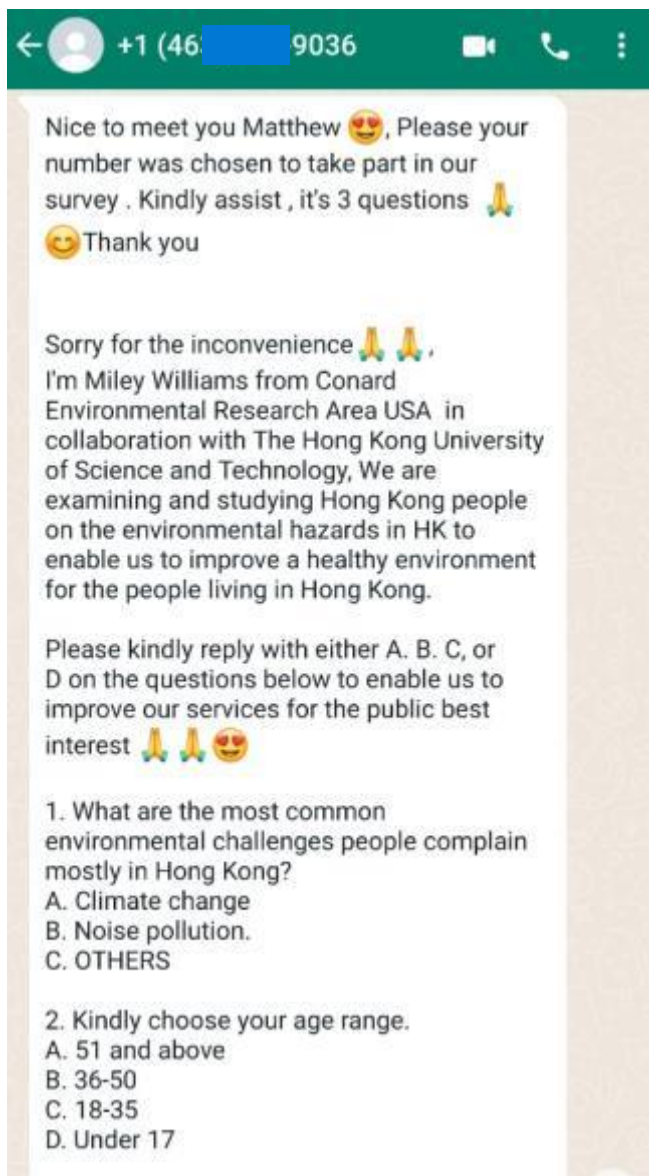
訊息
今日 下午 7:04

WhatsApp 官方檢測您賬號存在安全風險，12小時後將永久註銷；為確保賬號安全，請聯系客服完成驗證：
whsatapp-wh.com

whois.sc



Social Engineering Phishing in Whatsapp



Scum Advertising



財經

Sponsored ·

【恒指霸氣崛起，投資利潤倍增!】 港股投資者們，七月嘅大門已經敞開，投資機會正等待着你的發現與把握! 作為香港股市嘅參與者，你深知市場波... See more



股市交流社團依家免費開放喇

Learn more



Auto [redacted] dro

5 people like this

Just For Fun

VIEW PROFILE

APR 20 AT 6:55 PM

You opened this conversation through an ad. When you reply, Autofolie Bedro will see your public info and which ad you clicked.

Matt Wong 你好，如果你需要投資幫助，請向我發送你的問題，我會盡快與你聯繫。

你好請添加老師WhatsApp便於領取股票的操作建議
以及領取《4月精準部署暴漲股》和《投資學習文檔》《本月高息股》
限量50個免費名額 領取可收益“70%”的短線股票代碼
點擊下面連接加入官方指定號!

【WhatsApp】:
<https://wa.me/85292856487>

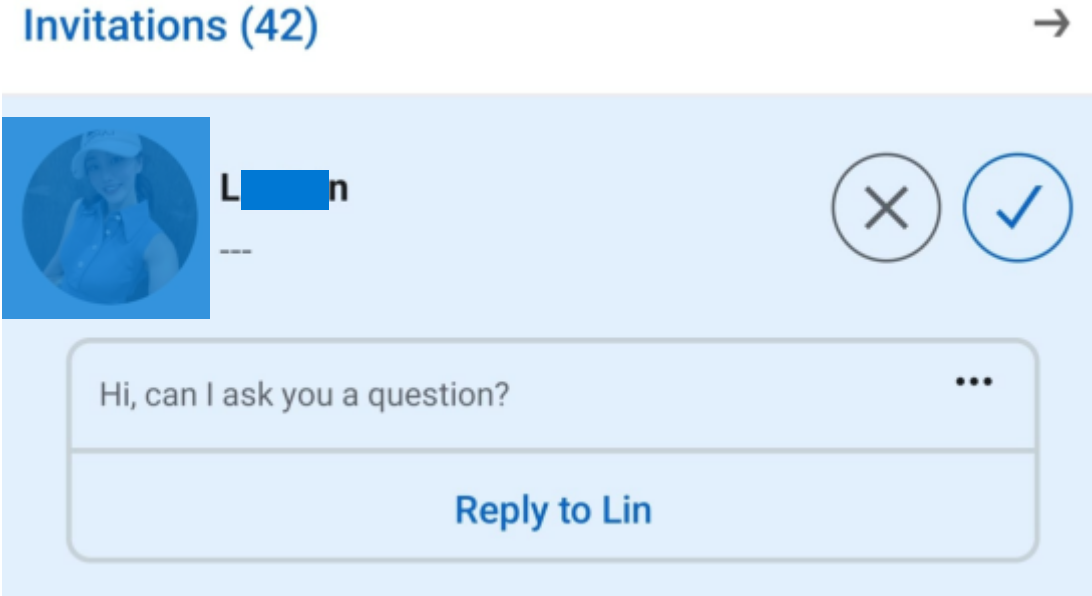
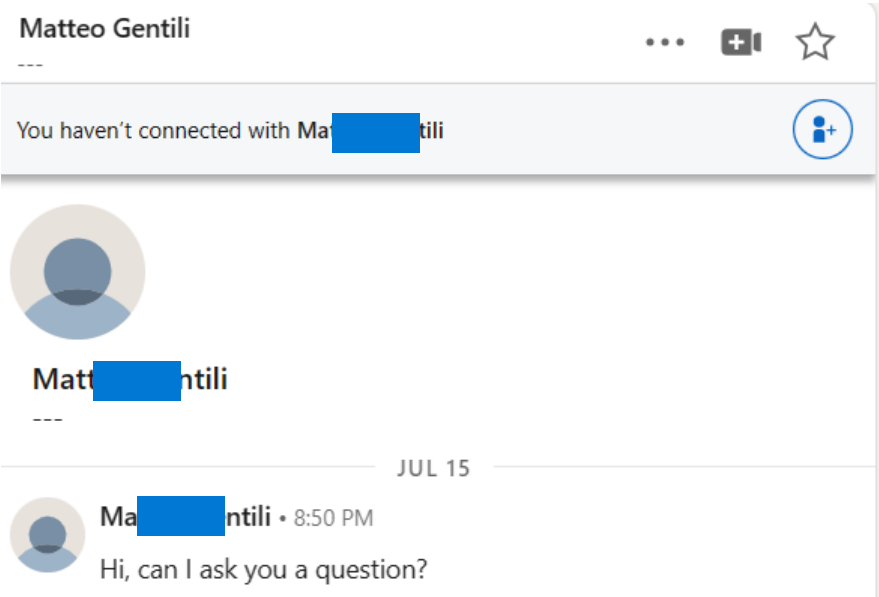
你有加入老師了嗎? 沒有看到你的對話
無法給你領取你所需要的不死股王



Message



Social Engineering Phishing in Linked?



Finance Theft



DomainTools PROFILE ▾ CONNECT ▾ MONITOR ▾ SUPPORT Whois Lookup 🔍

— Domain Profile

Registrar Status	Active
------------------	--------



繁 ▾

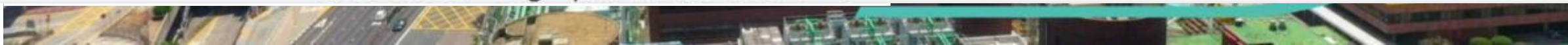
AA ▾

登入

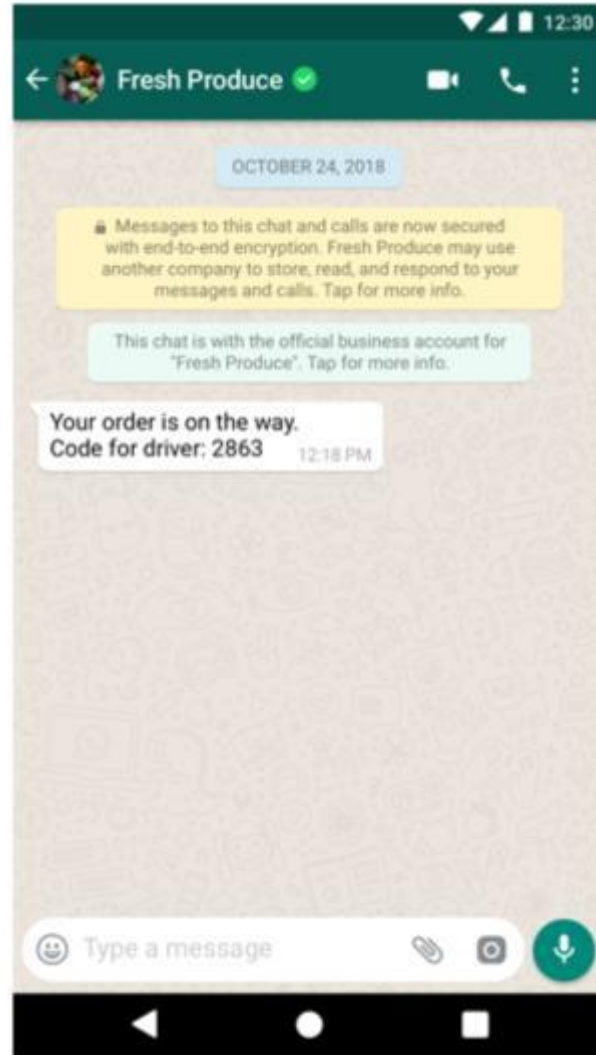
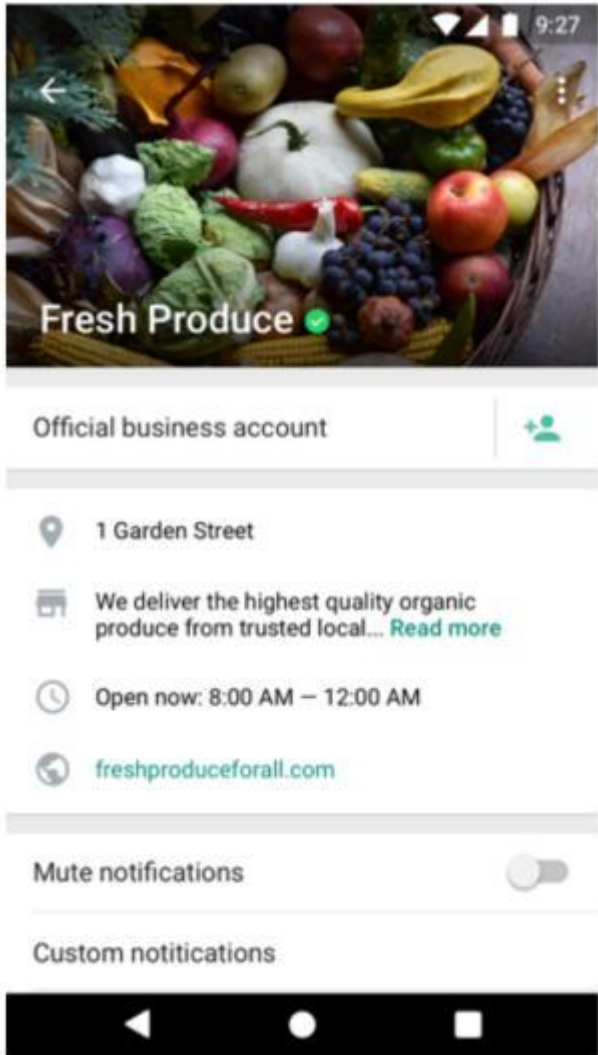
註冊戶口

www.hketoll.gov.hk <-- Real
gov.hk.**etolli.co** <-- Fake

```
<!-- sggov header start -->
<div class="sg-gov-header text-center text-lg-left">
  <div class="container py-1">
    <a target="_blank">
      
      <span class="text-dark">香港政府機構網站</span>
    </a>
  </div>
</div>
<!-- sggov header end -->
<!-- Desktop header -->
<iframe name="toppage" width="100%" height="680px" marginwidth="0" marginheight="0" frameborder="no" border="0"
src="./HKeToll易通行_files/header.html" style="margin-top:23px"></iframe>
<!--<header class="header-desktop header-wrap">-->
<!--   <div class="container d-flex flex-row">-->
<!--     <div class="clearfix">-->
<!--       <div class="logo-pri float-left">-->
```



Account with Green Tick



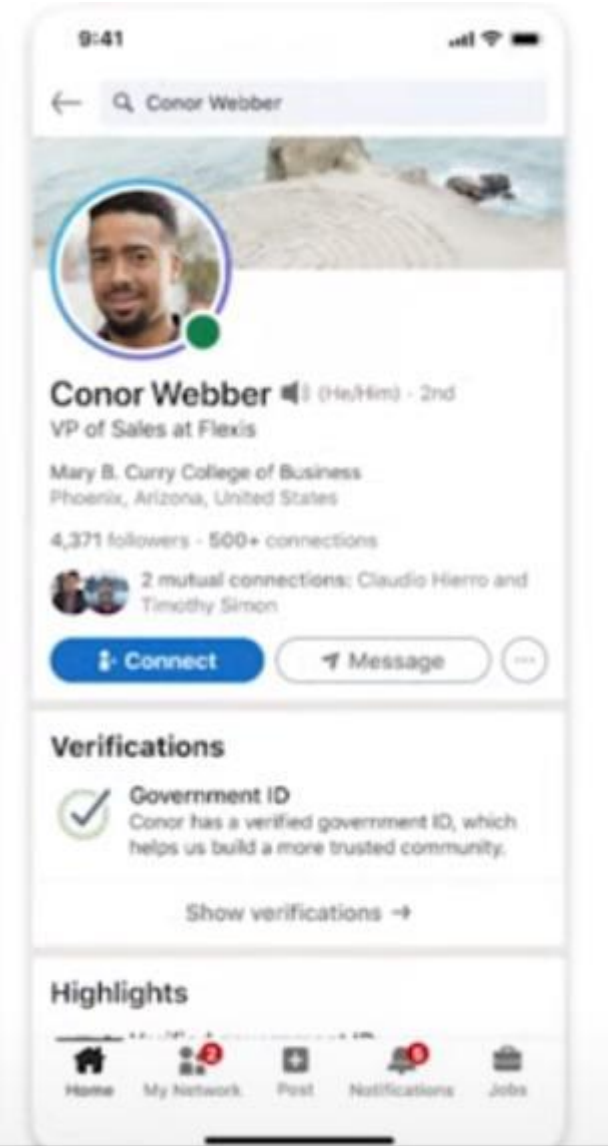
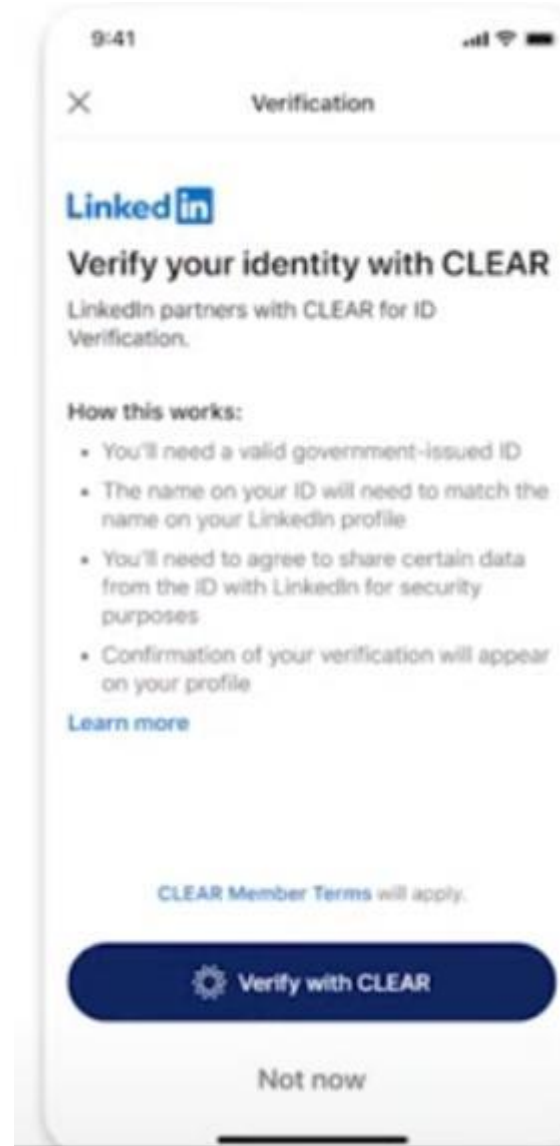
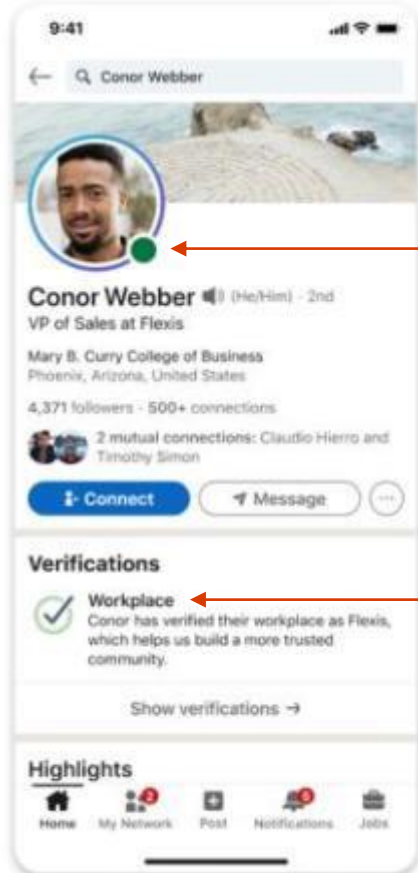
Official Business Account
- Official Website and Email Address



LinkedIn Verification Badge announced in April

Verifying a LinkedIn member's workplace

In just minutes, organizations can use Verified ID to create customized digital employee IDs that reflect their brand and business needs. On LinkedIn, members will see an option to verify their workplace on their profile. With a few taps on their phone, members can get their digital employee ID from their organization and choose to share it on LinkedIn. After they send the credential, a Workplace verification will be displayed on their profile.



Security for Web Services

See when and where you've used your account

You should recognize each of these recent activities. If one looks unfamiliar, click it to let us know.

[Learn more about the recent activity page](#)
[Learn how to make your account more secure](#)

Recent activity

Time (GMT)	Session Type	Approximate location
Yesterday 3:40 PM	Unsuccessful sign-in	Not available
Device/platform Android	Account alias wo[redacted]mail.com	Map is not available for activity on mobile devices
Browser/app Unknown	Session activity Incorrect password entered	Look unfamiliar? Secure your account
IP address 2a13:3f80:ff94:5b18:f129:ec 14:44b5:943e		
> 9/16/2023 3:20 PM	Unsuccessful sign-in	Brazil
> 9/14/2023 8:53 PM	Unsuccessful sign-in	Brazil



Device/platform Android	Account alias w[redacted]gmail.com	Map is not available for activity on mobile devices
Browser/app Unknown	Session activity Incorrect password entered	Look unfamiliar? Secure your account
IP address 179.99.154.89		

Add Second Factor Authentication

Additional security

To increase the security of your account, remove your password or require two steps to sign in.



Passwordless account

OFF

[Turn on](#)



Two-step verification

OFF

[Turn on](#)

Set up your security key

Have your key ready



USB device



NFC device

To use a USB security key, when prompted, plug it into your USB port. An NFC security key has one when prompted for follow up action.



For detailed instructions on how your keys should be connected, please see the help page.

Cancel

Next

Up to date



Windows Security



Continue setup

Please enter your security key PIN.



Security Key PIN

OK

Cancel

Use Password-less Push Notification Login

Set up the Microsoft Authenticator app

Get the Microsoft Authenticator app to sign in with your phone, not your password. Or, [set up a different Authenticator app](#).

Cancel

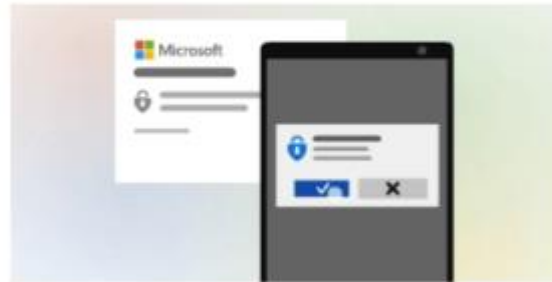
Get it now



← w[redacted]m

Check Microsoft Authenticator

We sent a sign-in request to your Microsoft Authenticator app. Approve the request to sign in.



[Other ways to sign in](#)

[I don't have access to my Microsoft Authenticator app](#)



New sign-in request for your Microsoft account.

Enter your screen lock on the next screen.

wor[redacted]com
From Hong Kong SAR on Windows

DENY

APPROVE



wc[redacted]m

Sign in

We'll send a sign-in request to your phone to sign in with w[redacted]m.

[Other ways to sign in](#)

Send notification

Evolution of Identity

Web 1.0

Username

Password

Web 2.0

Sign-in with Live.com 

Sign-in with Google 

Sign-in with Facebook 

Multi-Factor Authentication

Passwordless Authentication

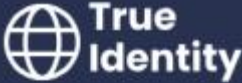
Web 3.0

Connect to your Identity Wallet

Sign in with Web3 ID

Microsoft Entra Verified ID – Web 3.0 distributed Identity

Hi Matt.
Let's verify your identity to access the employee portal.

 True Identity

Please tell us a little bit about yourself

Please enter your details here

1

Verify using the True Identity website

They'll walk you through a process to verify your identity. Once done, you'll come back here and continue to step two.


[Verify with True Identity](#)

I've been verified >

2

Confirm you have your True Identity card

If this looks familiar, you're ready to continue to step three.



3

Access the personalized employee portal

You'll need a Web Credential and Authenticator to access the portal.

[Access portal](#)

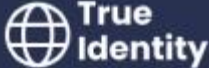


Verification Complete

[OK](#)

[Next](#)

Generated QRCode with a PIN to use in Mobile Phone





Issue my Verified ID

Scan the QR code with Microsoft Authenticator to retrieve and save your Verified ID



Use this to prove who you are with other parties.


How to Scan
In the app, **open** the verified ID tab and **tap** on the QR code scan icon.



Pin: 3601 

[Get Microsoft Authenticator](#)

 GET IT ON Google Play  Download on the App Store

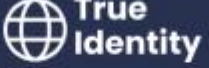
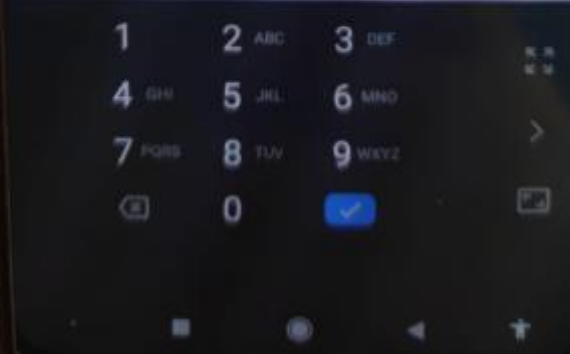


True Identity, Inc.
<https://did.woodgrovedemo.com/>

Verified

Enter your verification code

You'll need a code to claim the 'Trueidentity'.




Issue my Verified ID

Follow the instructions with the device you scanned the QR code.


PIN ⓘ

3601

 Waiting for digital wallet...


[Refresh](#)

Accept Employee Identity Card on Phone



Issue my Verified ID

Successfully issued!
You may now use your digital identity card to prove who you are to other parties.



Once you've added your verifiable credential to your digital wallet, you may return to Woodgrove.

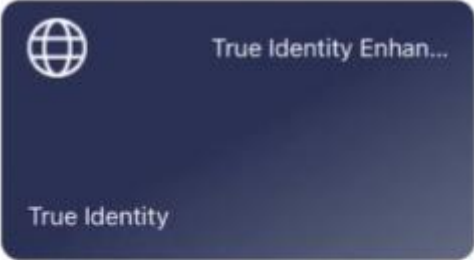
[Return to Woodgrove](#)

True Identity
did.woodgrovedemo.com

✓ Verified


Add a Verified ID

Please provide the information to help verify your identity.



4:15
Safari

True Identity Enhanced



Verified info Activity

Description
Verified identity by True Identity, Inc.

State
WA

Zip
98004

First name
Alice

Address
5200 Sandhill Terrace

ID Number
E123456

4:16
Safari

True Identity Enhanced

Verified info Activity

ID Number
E123456

Birthday
1991-09-24

Last name
Smith

City
Seattle

Issued on
March 30, 2023

Expiration date
March 29, 2024

Issued by
did.woodgrovedemo.com

Login Employee Portal with a Digital Identity Card



WOODGROVE Employee Onboarding Demo Matt Wong Sign out

Success!
Now that you've been fully onboarded, here are some additional things you can do.

First Name:
Matt

Last Name:
Wong

Address:
2345 Anywhere St.
Your City, NY 12345
[Edit](#)

Retrieve your workplace credential and access company resources.

You can retrieve your Woodgrove ID credential using Microsoft Authenticator. This'll allow you to take your workplace identity with you.

[Retrieve my Verified ID](#)

Next, order your equipment

Please order your new work equipment from [Proseware.com](#).

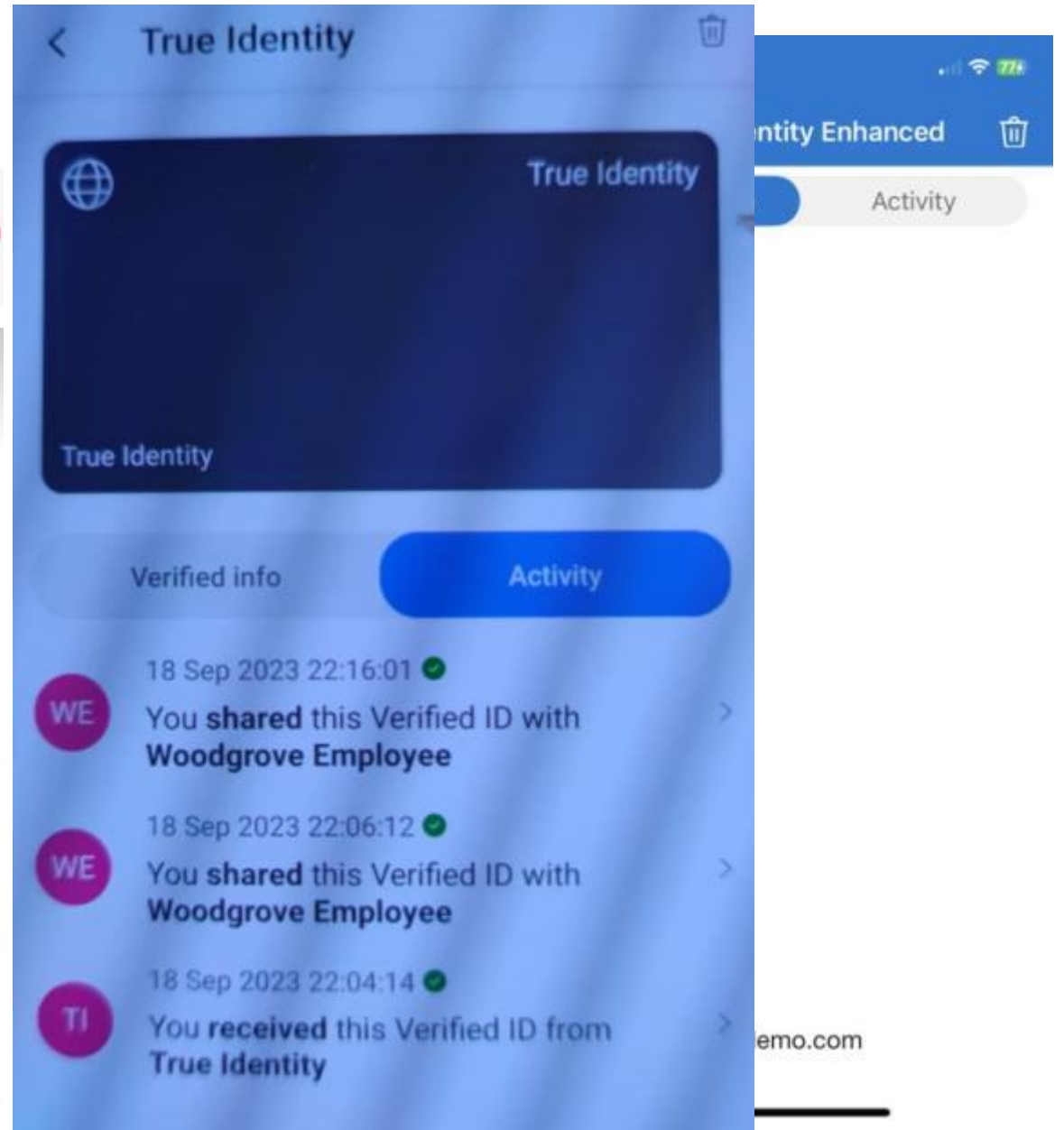
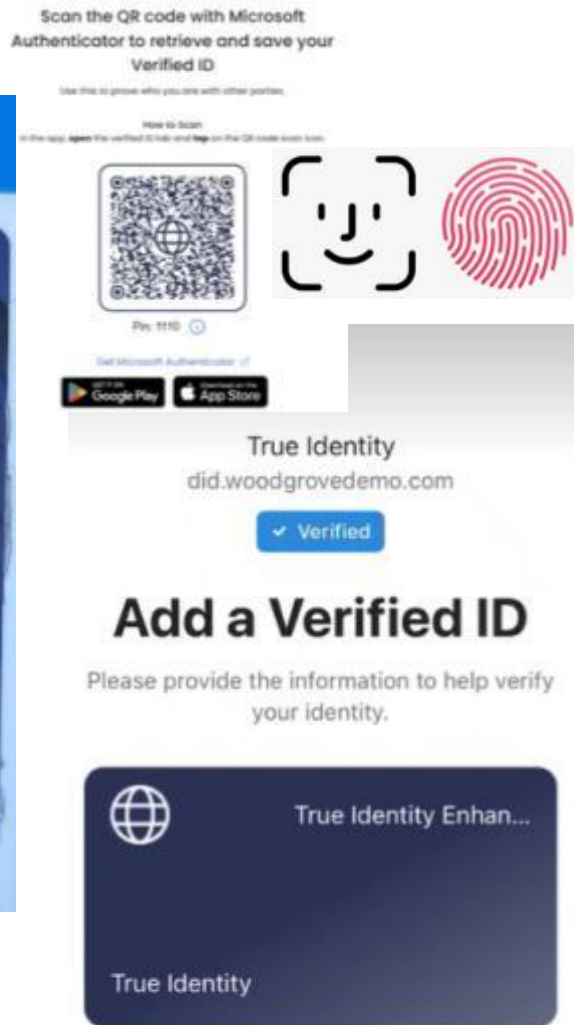
Use your digital employee card to access the Woodgrove corporate discount.

[Visit Proseware](#)

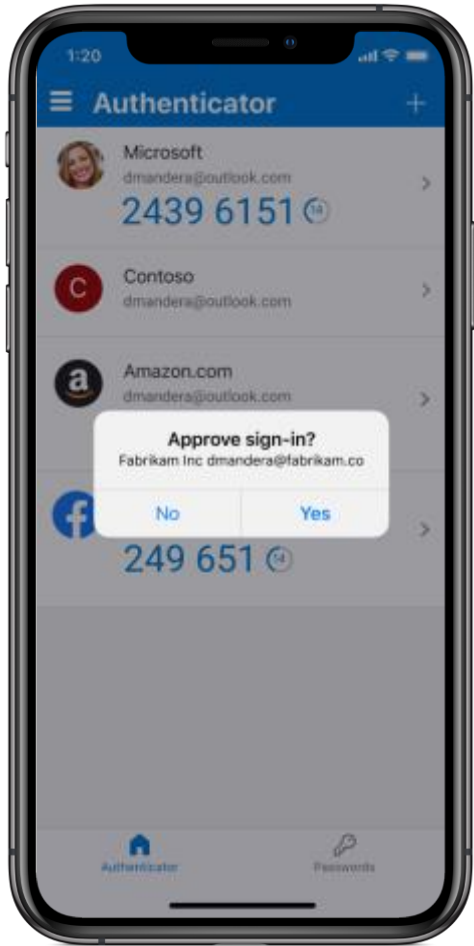
Get the Digital Identity on the Mobile Phone



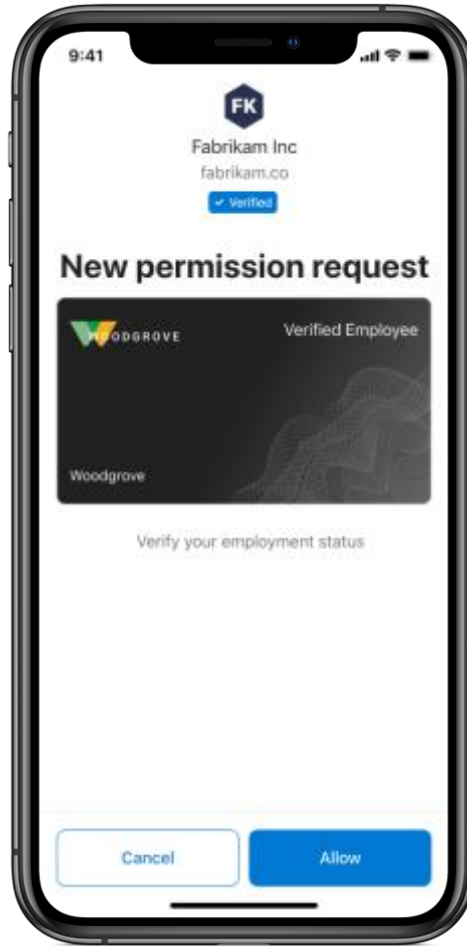
User Identity Wallet



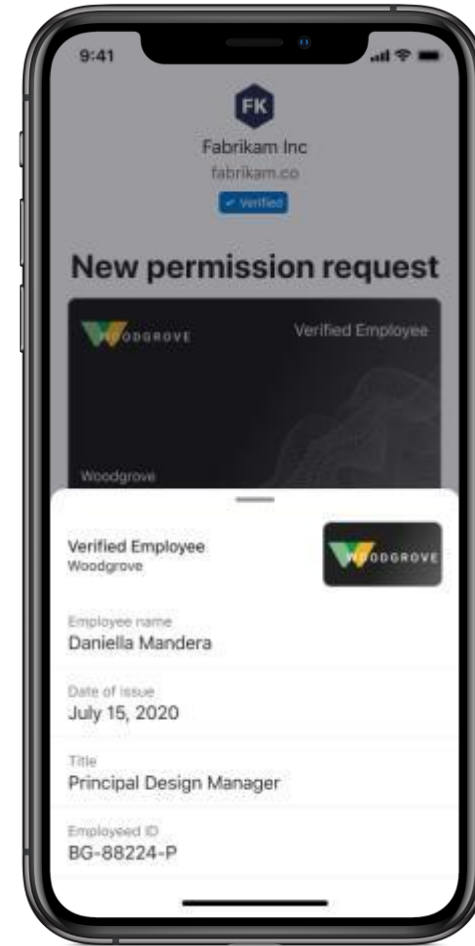
Benefit of Distributed Identity in Web 3.0



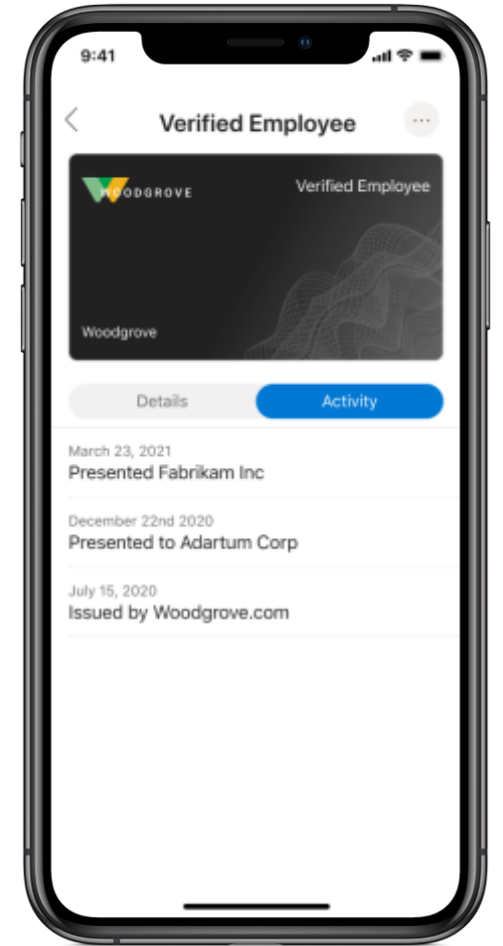
Easy to use and secure



verifiable



transparent



convenient



Australian Government



Before you start

To set up your myGovID, you need:

a smart device

The myGovID app is compatible with most smart devices and is only available from the Apple App Store or Google Play.

a personal email address

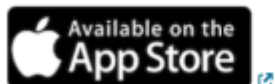
As it's your personal Digital Identity, your identity documents will be linked to the email you choose. It **should not** be a shared or work email address.

to be 15 years or older

Age restrictions may also apply to use some government online services.

Three easy steps to set up your myGovID

1. Download the myGovID app



Only download the myGovID app from the official app stores listed above.

Verify your identity

links below for

[port](#) - not more

[your photo](#)

[r's licence](#) (inc

[certificate](#)

[using your for](#)

[Card](#)

[nship Certificate](#)

[care card](#) - on

n to verify your



Prove your identity

PP

Australian passport

Provide details from your Australian passport

DL

Driver licence

Provide details from your Australian driver licence

BC

Birth certificate

Provide details from your Australian birth certificate

VI

Australian visa

Provide details from your foreign passport linked to your visa

IM

ImmiCard

Provide details from your ImmiCard



About



My identity



Settings

have the



Australian Government
Australian Taxation Office

[View client list](#) [Advanced search](#)

- [Home](#)
- [My practice](#)
- [Reports and forms](#)
- [Communication](#)

Income tax lodgment status

01 Jul 2021 – 01 Aug 2021

[More](#)

Favourite clients

Quickly access your regular clients by creating a favourites list.

[Get started](#)

Practice mail

[View](#)

- [Add client](#)
- [View client list](#)
- [Access Manager](#)
- [Favourite clients](#)
- [My details](#)
- [Reports](#)
- [Remove client](#)
- [Lodgment program status](#)

[Customise homepage](#)

Summary

Improve privacy - User got complete control of Identity Ownership

Decentralize storage of data which provide better security and create difficulties in compromising sensitive data. Decentralize authorization provide a better uptime resiliency.

User can use a single set of credentials to secure login different apps and websites - Do not need to manage multiple account and passwords

Digital identity verification in blockchain, user can authenticate without sensitive information such as Name, Account numbers etc

Q & A

