

An Identity Mixer for Cloud Security

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IBM announces Identity mixer-- a cloud-based security technology to help customers better protect online personal data, including date of birth, home address and credit card numbers.



Identity Mixer encrypts certified identity attributes via cryptographic algorithm, and provides required keys to reveal only select pieces to 3rd parties of the online service variety (banking, shopping, social networks). It can make part of a digital wallet (such as a government-issued electronic ID card), and ensures the issuers of said credentials has no knowledge of how they are used.

“Identity Mixer enables users to choose precisely which data to share, and with whom”, IBM says. “Now web service providers can improve their risk profile and enhance trust with customers, and it’s all in the cloud, making it easy for developers to program.”

Identity Mixer is available now to developers as part of the IBM Bluemix Platform-as-a-Service cloud. It is also being tested out by the German Red Cross in a 2-year pilot project dubbed Authentication and Authorization for Entrusted Unions (AU2EU).

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