

Authentication Privacy Principles

- 1) Provide User Control
- 2) Support a Diversity of Services
- 3) Use Individual Authentication Only When Appropriate
- 4) Provide Notice
- 5) Minimize Collection and Storage
- 6) Provide Accountability

The following companies and organizations encourage the consideration of the **Authentication Privacy Principles** in the development, procurement and use of authentication technologies:

- Center for Democracy and Technology
- Consumer Action
- Corporate Privacy Group
- eBay
- Hewlett-Packard
- Intel
- Liberty Alliance
- Microsoft
- NeuStar
- TRUSTe
- VeriSign