

Production User ID (PUID)

CDSA Content Protection Summit – December 8, 2020

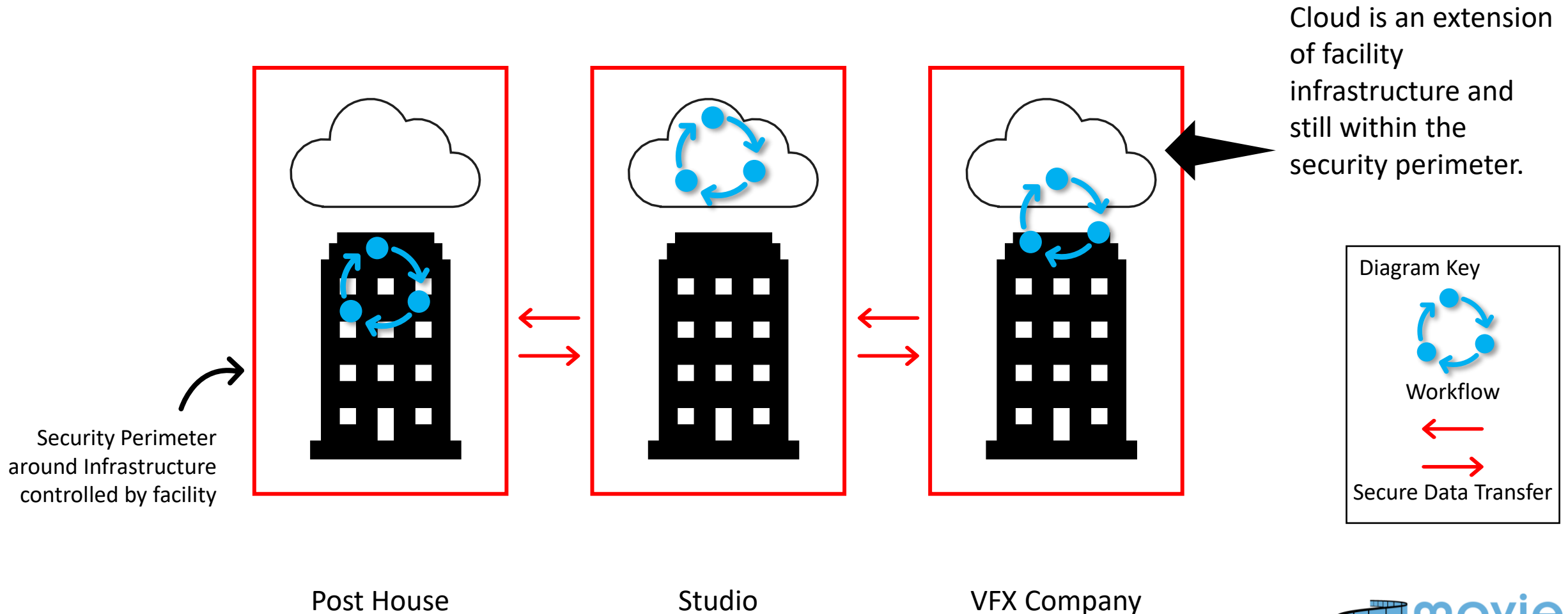
Kip Welch, MovieLabs



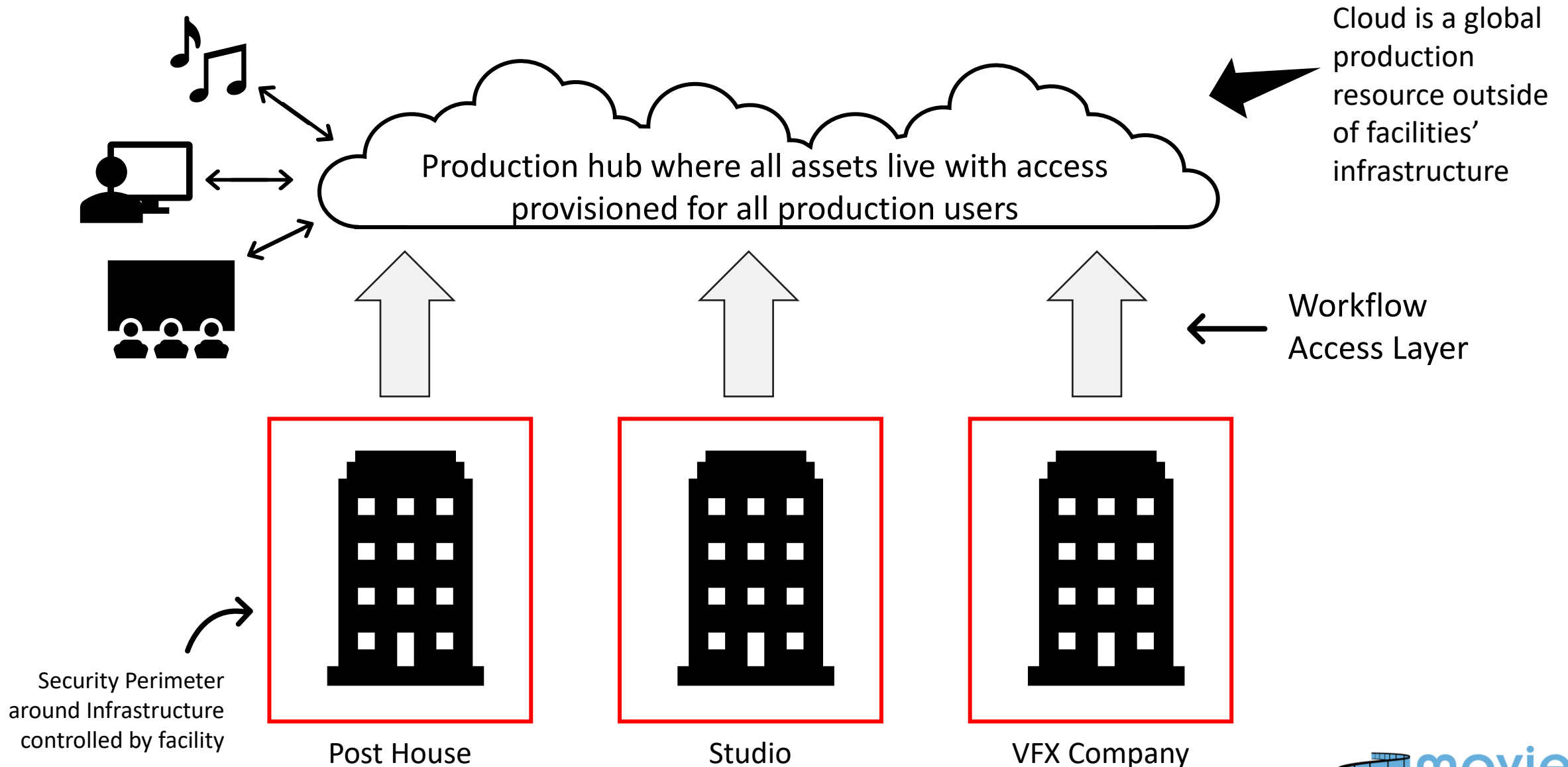
2030 Vision – Principle 6

“EVERY INDIVIDUAL ON A PROJECT IS IDENTIFIED AND VERIFIED AND THEIR ACCESS PERMISSIONS EFFICIENTLY AND CONSISTENTLY MANAGED”

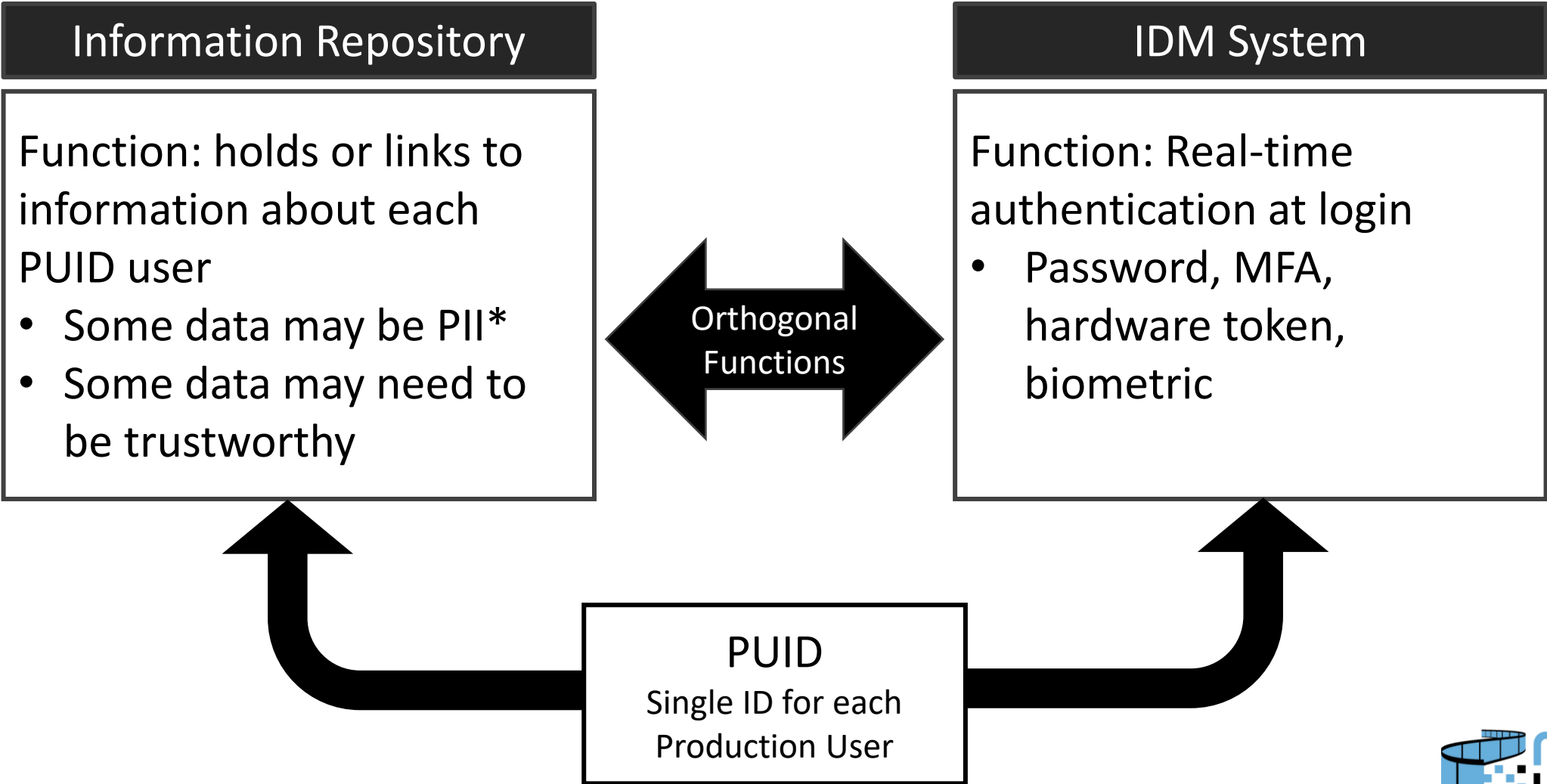
Current Model Driving Enterprise Identity and Access Management



Future of Identity and Access Management



PUID Functions



*PII = Personal Identifiable Information



PUID Information Repository Considerations

Issue	Consequence
Is any data trusted?	Trusted data must be verified, and record kept how/when it was verified
Who curates information?	Options include the user, studios, production, guilds
Does data include PII*?	Privacy and regulatory issues must be addressed (e.g., GDPR** carries severe penalties for unauthorized disclosure of PII, CCPA compliance)

*PII = Personal Identifiable Information

** GDPR = EU's General Data Protection Regulation



PUID IDM Considerations

Observation	Consequence
<p>Studio or production not likely to delegate all user authentication to the PUID IDM system</p> <ul style="list-style-type: none">• PUID users may be in both studio and PUID IDM systems• Not all employees will be in PUID IDM system	<p>Studio or production will need a front-end system that determines whether to delegate authentication to PUID IDM</p>
<p>Studio not likely to store (or rely on) authorization information in the PUID IDM system</p>	<p>Studios or production will need a back-end system that determines authorization for authenticated users</p>

