

Identity, Inclusion and importance of mentorship



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Agenda

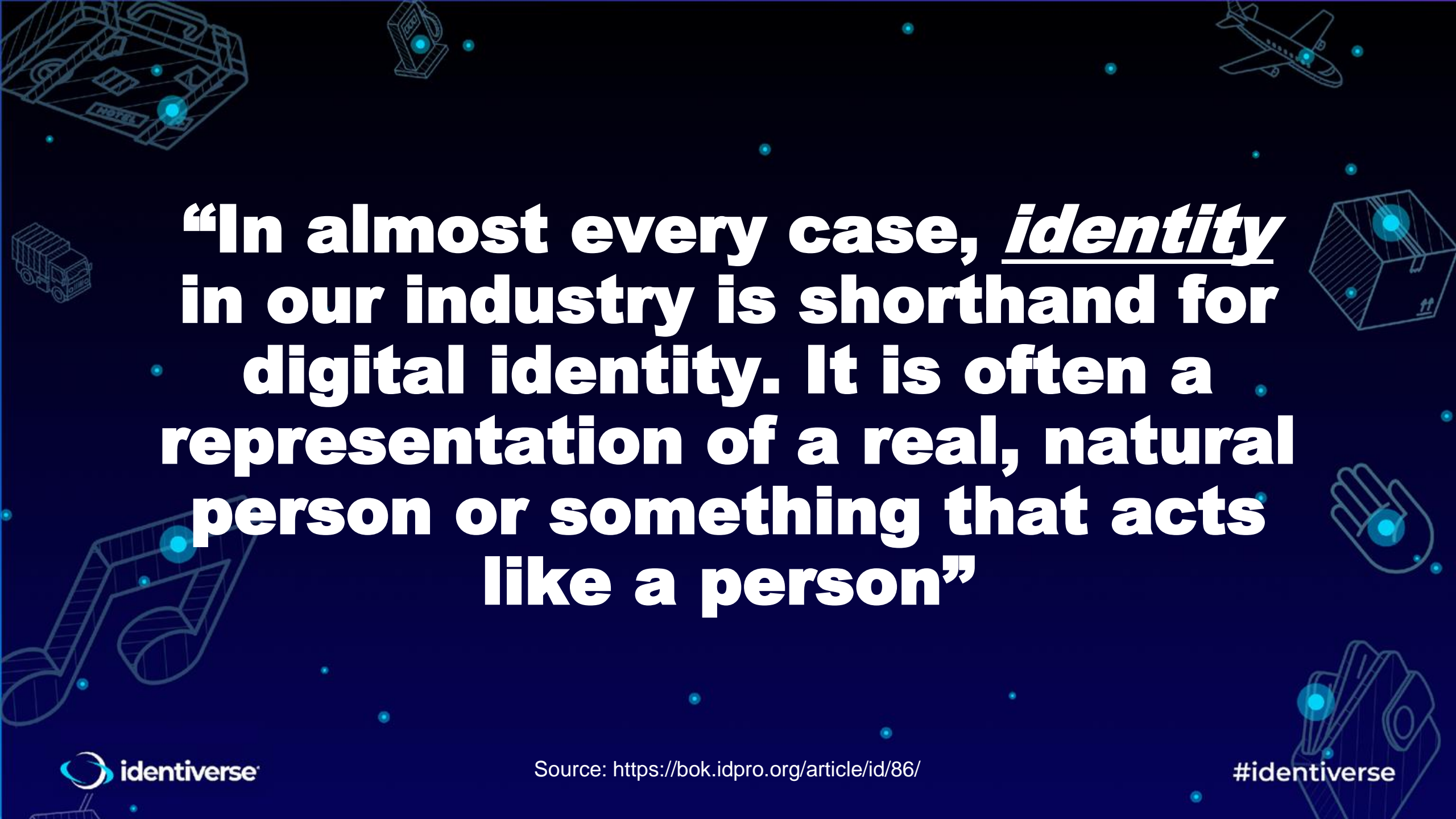
What is an “identity”?

Physical identity ☐ digital identity

Building inclusive products

The value of mentorship

Take action



“In almost every case, *identity* in our industry is shorthand for digital identity. It is often a representation of a real, natural person or something that acts like a person”

Digital vs physical identity and identifiers

Digital characteristics

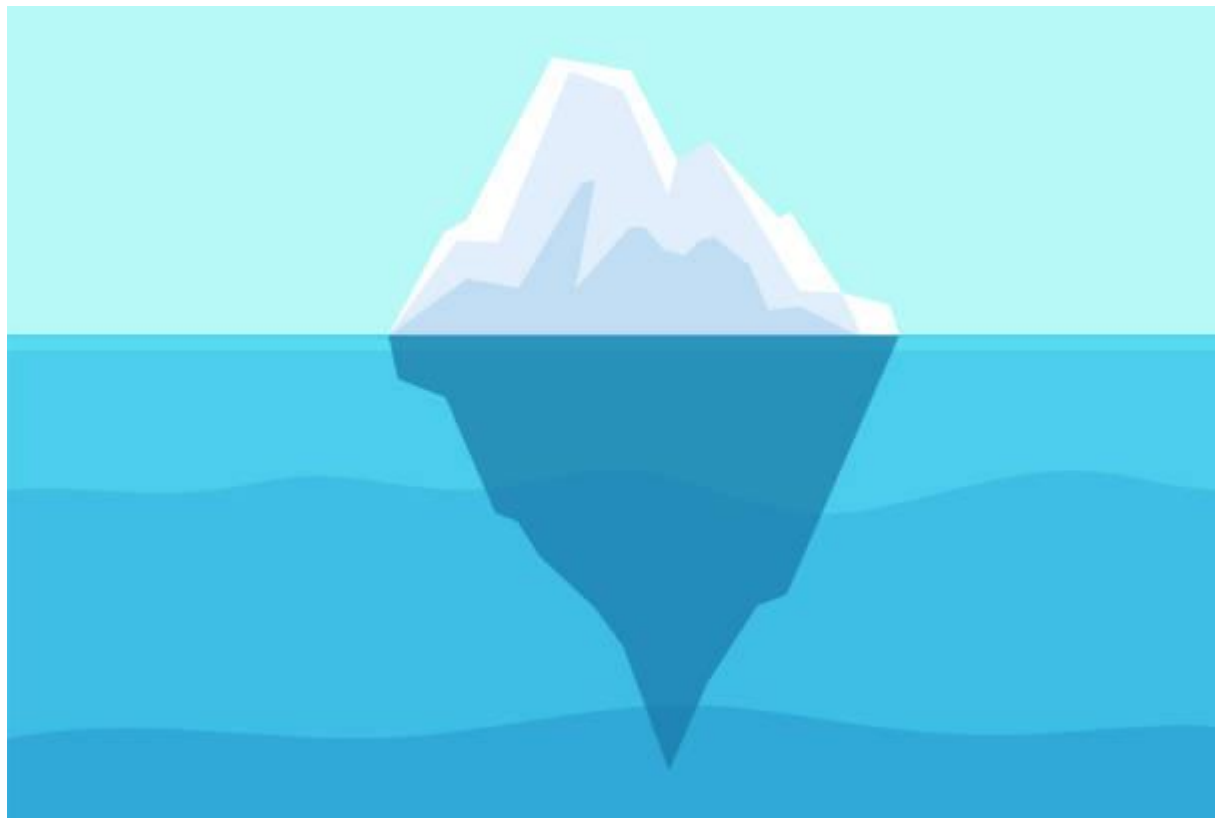
Employer
Organization
Title
Profession
University
Biometric data



Physical characteristics

Disability status
Race
Age
Gender
Location
Nationality
Physical characteristics

What's under the surface?



Socio-economic
status

Temporary
disability

Non-visual
disability

Non-traditional
family

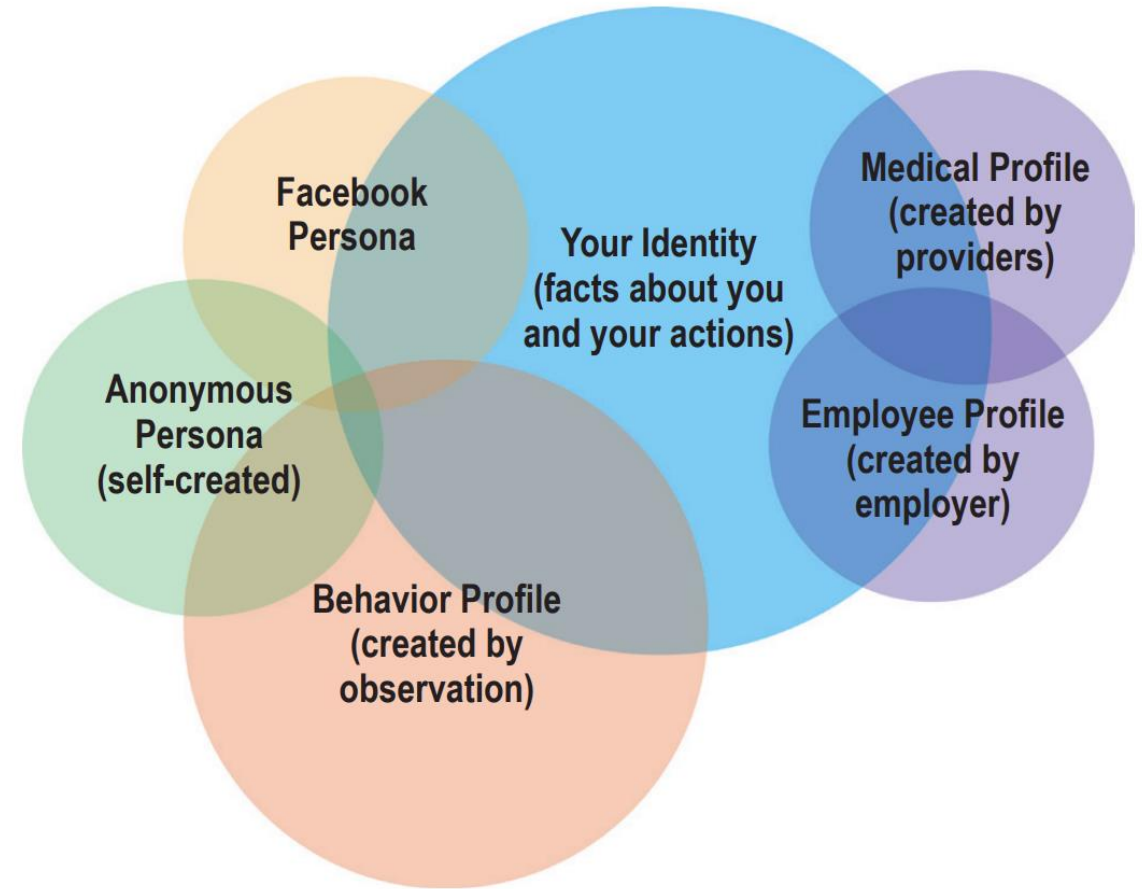
Neurodivergent

Gender identity

Technical degree

Unequal impact of the intersection of digital identity and physical identity

*We all have our information collected and tracked, but the impact is not felt equally- our physical, **real-world identities matter***





Helen 侯-Sandí
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lol.

* Second Security Question

What is your mother's maiden name?

* Your Answer

..

⊖ Your Secret Answers must be at least 3 characters long.

Data Broker Helps Police See Everywhere You've Been with the Click of a Mouse: EFF Investigation

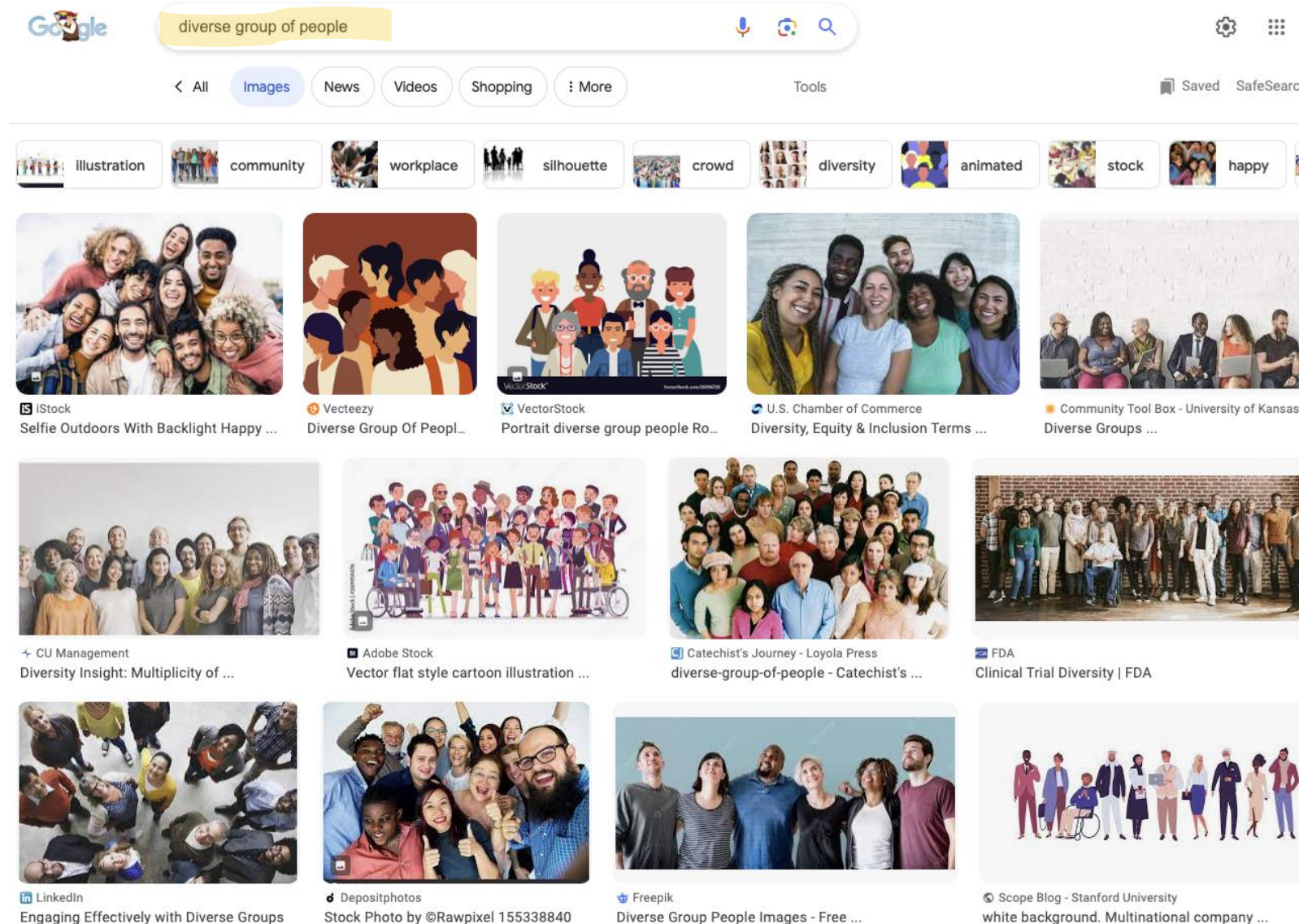
Fog Data Science sells local police cheap access to a massive digital dragnet without well-defined rules.

PRESS RELEASE | SEPTEMBER 1, 2022

The data is collected and passed through a chain of businesses before ending up with law enforcement. First, personal location data is gathered via thousands of common apps that people use on Android and iOS phones, that people install for various purposes and may not suspect are gathering and sharing that information further. It is then bought by data brokers that resell it to others, including Fog Data Science, which in turn sells it to cops. While other data brokers sell geolocation data to large federal law enforcement agencies, Fog markets itself to the hometown cops with whom most Americans are far more likely to interact.

"This data could be used to search for and identify everyone who visited a Planned Parenthood on a specific day, or everyone who attended a protest against police violence," Cyphers said. "Fog already has extensively traced innocent people's movements just to close its sales pitches, and local police have cast wide nets for minor crimes. The potential for abuse is staggering, and from what we've found so far, there are few or no rules protecting our constitutional rights."

For whom are we building identity products?

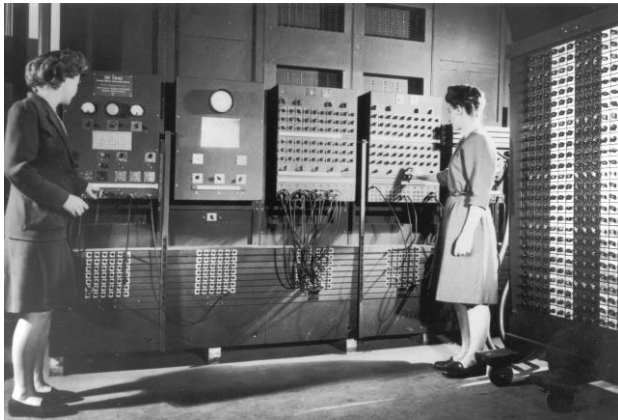


Retaining talent to build inclusive products

Research shows that in order to apply for a job women feel they need to meet 100% of the criteria while men usually apply after meeting about 60%

Source: <https://www.linkedin.com/business/talent/blog/talent-acquisition/how-women-find-jobs-gender-report>

“Only 38% of women who majored in computer science are working in the field compared to 53% of men, according to data from the National Science Foundation.”



“The trend known as “leaky pipeline,” where it’s difficult to retain women in STEM jobs once they’ve graduated with a STEM degree.”

Sources:

<https://www.cio.com/article/201905/women-in-tech-statistics-the-hard-truths-of-an-uphill-battle.html>

<https://www.nsf.gov/statistics/2017/nsf17310/digest/fod-women/computer-sciences.cfm>

**Mentored employees were
49% less likely to leave**
found a 2019 study at Randstand

Why do we need more mentorship in the identity industry?

- In the 2022 IDPro Skills Survey 76% of respondents were men!
- Identity and cyber roles understaffed- we need to build the pipeline and retain our talent
- Formal mentorship programs can ensure diverse talent has equitable opportunities- informal mentorship often is people mentoring those “like them” and privileges those over-represented

Source:

<https://www.nsf.gov/statistics/2017/nsf17310/digest/fod-women/computer-sciences.cfm>

<https://www.isc2.org/News-and-Events/Press-Room/Posts/2020/07/21/ISC2-Survey-Data-Shows-Women-Increasingly-Embracing-Cybersecurity-As-A-Career-Path>

Eliza's story

Expanding the talent pipeline



Take Action

As a leader...

- Set expectations that inclusion is a priority for your team
- Champion formal and informal mentorship programs
- Offer resources for those wanting to learn and get certified (CISSP, CSSP)

As a mentor...

- Take stock of who you currently mentor- is it only people who look like you?
- Raise awareness of inequity in how you build products

As a mentee...

- Don't wait for someone to offer mentorship, if you feel under-mentored speak up!

Learn more and resources

- Women in Identity <https://www.womeninidentity.org/cpages/home>
- IDPro – Organization focused on Identity career development with body of knowledge work <https://idpro.org/body-of-knowledge/>
- Women in CyberSecurity <https://www.wicys.org/>
- /dev/color <https://devcolor.org/>

Thank you!