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**A UNIQUE DIGITAL ID FOR ALL YOUR SECURE ONLINE SESSIONS & TRANSACTIONS**

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**ABSTRACT**

*Authenticity with trust is the nucleus of today's e-commerce market place. Security being the key aspect of online business trend including confidentiality, integrity & availability of information to the end user. In the world of e-commerce, every business has their customer portal or app providing useful information & services to their end customer. Also, all of these portals are secured using unique credentials which imbibes authenticity & credibility to user's login. Albeit, each of these online systems required a strong credential to access user information & services, but its quite cumbersome to remember several login credentials all at one place. Moreover, there's a common practice of writing this sensitive personal information either in a file or notepad in an unsecured premise posing privacy threats & risk of unauthorised use if being exposed. This paper in particular envisages to have a common single mechanism for all secure accesses over the Internet thereby shifting security paradigm from multi-channel to a single channel authorisation. Not only this, the research work would also sketch a preliminary skeleton approach for embedding single channel mechanism on online sessions. Further development in this context could be devised on in later stages. This research work will briefly include knowledge of information security domain along with terminologies involving data privacy at par.*

*Keywords: Security, information security, authentication, integrity, confidentiality, secure access, data privacy, e-commerce, identity management, identity & access management.*

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**1. INTRODUCTION**

In this increasing world of ubiquitous computing & e-commerce; security is a prime aspect (& concern) for organisations running their business through Internet. Starting from denial of service threats to system hacks, each business has to deal with this threats on a regular basis. Data Privacy is another important concern which is been entrusted by user's personal & sensitive information. It is this privacy that adds trust in the user & business relationship thereby amplifying trade transactions. Nowadays, users have become more vigilant in concern with the way their information is been handled by e-commerce businesses. They not only believe in enjoying better services but also a sense of trust that their data is in good hands. In a move to keep up to this trust relationships, businesses are striving to employ best security measures & practices. Likewise, user authentication using credentials, two factor authentication & multi factor authentication methods to enhance user identification mechanism. Multi factor authentication includes use of OTP, secret code etc. been received on registered email &/or mobile number to trust identification of legitimate user. With the boom of e-commerce sector several businesses has flourished in the past decade; with a steep increase in number of online portals. Subsequently, it has been a quite troublesome for users to remember credentials for all these portals. Mostly prefer a trivial method of storing these passwords either in a diary or on a piece of paper. Exposing a huge threat to user's personal information & eventually breach of user's data privacy paradigm. Hence, it has become of prime important to have an alternative mechanism to user identification apart from only using user's credentials.

**PURPOSE STATEMENT**

To find an alternative but effective & enhanced secured mechanism of identity management for a user's profile. This paper proposes one such mechanism of user identification & authentication without using user's created credential to access ecommerce portal & perform online transactions.

**OBJECTIVES OF RESEARCH**

- To study existing mechanism of user's identity management.
- To study challenges with current identity management mechanism.

