



### 1. What is CONNECT?

CONNECT is Atypon's new, free Identity Management service that is designed to achieve a more interconnected and productive scholarly ecosystem. It offers readers a simple, unified approach to personal and institutional access, on- and off-campus, and gives publishers a better understanding of their readers and user communities.

CONNECT does not grant access to sites, services or content, but seamlessly authenticates users across all participating sites, linking them to the systems that do.

### 2. Who is CONNECT for?

Any scholarly publisher or technology application interested in supporting an open and accessible online ecosystem for scientific research, and respects copyright, is encouraged to participate in CONNECT.

CONNECT easily integrates with any site or application because it is based on open standards such as *OpenID*.

### 3. Why should my website participate in CONNECT?

- To drive more traffic to your site – users are more inclined to visit you when they know that access is seamless and immediate— on campus or off
- To make it just as easy for researchers to access the legitimate, copyrighted sources of content
- To better understand your site's visitors and build revenue-generating relationships with them
  - CONNECT users come to your site with their identities, not as anonymous institutional visitors. This allows you to personalize their experience, for example, by leveraging Favorites, Recommendations and Alerts, in turn encouraging longer visits and higher spends
- To enable single-sign-on across all of your existing sites and products
- It's free, and simple for Atypon to implement

### 4. What will CONNECT change on my website?

CONNECT is a free upgrade to your site's authentication system, replacing it with a more straightforward login and registration process. Users who choose to create a personal account on your website, or want to log into their existing account, will be redirected to your own, branded CONNECT registration/login page.

## 5. How does participating in CONNECT benefit my site's existing registered users?

All of your site's existing users will be upgraded to CONNECT accounts and immediately benefit from being remembered, by default, every time they visit your site, for fast and simple access. Furthermore, your users will be able to associate their account with their respective institutions in order to access personally and institutionally entitled content from anywhere – on and off campus. Users also benefit from having just one personal profile to manage, and enhanced control over the privacy and security of their data.

In addition, the same single sign-on experience works across all participating websites and applications, allowing your users to move seamlessly across the sites they need for their research, without a separate login.

## 6. What personal profile data do CONNECT users bring to my site?

The data provided to your site during a user registration or login through CONNECT are:

- A unique, persistent, user ID
- First and Last name, provided by the user
- Verified email address
- Verified institutional membership data – if available
- External IDs (e.g ORCID) – if available
- Country
- Marketing consent

## 7. Can we request more data during user registration than what CONNECT provides by default?

Yes. The user registration flow provided by CONNECT can be extended with additional custom steps that take place on your site when the users return to it. The additional data collected during this process will be used exclusively by you and can therefore be very specific to your website. This also allows you to collect this information from users who have registered on CONNECT through other websites where such data may not have been required.

## 8. How does CONNECT increase the number of personally authenticated users on my website?

CONNECT increases the effectiveness of the user registration process on your site by applying user experience and security best practices. This includes a user registration form with minimal fields, options to log in with ORCID, Google, Microsoft, Twitter, Apple, or verified email addresses, and automatic login for users that visit your site frequently.

Furthermore, CONNECT provides additional motivation for users to create a personal account on your site, by combining personal and remote institutional access, easily and from anywhere.

Lastly, traffic coming from other participating CONNECT websites is another source of new, authenticated users. Users that have a CONNECT profile after registering an account on another participating website, easily become your users by just accepting your Terms & Conditions the first time they visit your site.

## 9. How can I manage users who register on my site through CONNECT?

Users who sign up to your site through CONNECT are stored locally on your platform and are managed just as you manage any other registered user of your site. For Literatum publishers, users are managed via the WebAdmin Tool. Provisioning and bulk management interfaces available on your platform can still be used to manage users and their subscriptions in advance.

## 10. How does CONNECT improve institutional access for the users on my website?

For users with a personal account on your website, CONNECT can verify their institutional membership automatically:

- by their IP address
- by their verified email address domain
- by a successful login to their institutional identity provider

During login, CONNECT passes these data to your site, and if they match a registered institutional identity, then access to corresponding institutional subscriptions is provided by your platform.

## 11. Do other institutional access methods used on my site still apply if I use CONNECT?

Yes. CONNECT can work alongside all institutional access methods available on your site. This includes IP authentication, SAML, CASA, etc, as well as initiatives such as Seamless Access and GetFTR. However, CONNECT is the only offering that knows its users' identities.

Atypon recommends keeping as many institutional access methods available on your site as possible, as each addresses the preferences and needs of different user categories.

## 12. Which institution gets COUNTER credit for a visitor if the user has multiple affiliations on CONNECT?

This depends on how your site uses the information provided by CONNECT during login. On Literatum websites, it is determined by the license used to provide access to the user. The information passed by CONNECT is matched with one or more institutional identities, and their corresponding licenses are loaded in the session.

## 13. Will society member access be affected if my site participates in CONNECT?

No, it will not be affected. All existing society member access methods used on your site, such as Trusted Proxy Scripts, access tokens and Single Sign-on to the society's identity management system, work alongside CONNECT.

## 14. My organization already has an SSO solution across all of our sites. Is CONNECT still applicable?

Yes. CONNECT can still benefit sites under your existing SSO by providing users with the ability to verify their institutional memberships and access their institutional entitlements across all of your sites.

## 15. We are using a third-party customer management system to better manage individual users across all of our systems. Is CONNECT still applicable?

Yes. CONNECT can work in parallel with existing customer and licence management systems, by taking the role of the end-user-facing application for authentication and profile management.

User provisioning and license management will remain a responsibility of your existing customer and licence management systems and will be performed using your existing tools, management interfaces and business processes.

## 16. Do participating sites have access to all CONNECT users' profiles and data?

No, participating sites only have access to a CONNECT user's profile and data, if that user creates a CONNECT profile by registering an account with them, or visits with an existing profile and chooses to CONNECT it to them by accepting their Terms and Conditions.

The user's website account is stored locally in Literatum and no other participating websites have access to it.

## 17. Are user data from one site ever made available to other participating sites?

No. The data flow is single-direction only, from users via CONNECT to the respective site. CONNECT does not retain data from participating sites and user data are never shared from one participating site to another. Each site has the opportunity to establish its own relationship with CONNECT users.

## 18. How are my organization's GDPR-compliance and other privacy regulations affected?

Moving the registration and login flow to CONNECT does not change what data are collected or processed by your site. Therefore, the responsibility of your organization for the protection of user data and the compliance with GDPR and other user privacy regulations remains unchanged.

Atypon has the role of the data controller for the data that users provide CONNECT, and collects separate, explicit user authorizations before providing data to any participating website on the user's first login.

## 19. How would my site be impacted in the unlikely event that the CONNECT infrastructure was offline?

CONNECT operates in a highly available and automatically scalable infrastructure on Google Cloud. It is regularly updated without downtime or maintenance windows. At the access layer it uses Cloudflare which provides additional protection on security threats

With the exception of new user registrations and personal user logins, which rely on CONNECT, all other functionality on your site, including all institutional access methods, will remain fully operational in the unlikely event of CONNECT downtime.

## 20. If a user has trouble registering or signing in, how will they be supported?

Visitors will be able to report any difficulties with their login or registration directly to Atypon using the online chat option available via CONNECT. Where necessary, Atypon staff will communicate with publishers using agreed-upon tools and processes.

Any issues reported directly to participating publishers can also be communicated to Atypon.

## How CONNECT compares to related industry initiatives

	CONNECT	GetFTR	SeamlessAccess.org	CASA
<b>What it identifies</b>	<b>Who</b> the user is	What <b>content</b> a user is entitled to	To which <b>institution</b> the user belongs	What <b>content</b> a user is entitled to
<b>What it does</b>	Remote institutional access combined with personal access	Access Icons on 3rd party researcher applications	Remote institutional access	Remote institutional access
<b>What sites it works from</b>	Publisher sites and researcher apps, plug-ins, and services	Aggregation, discovery, and syndication services	Publisher sites	CASA: Google Scholar only U-CASA: Publisher sites
<b>What institutional authentication it supports</b>	IP, Federated (Shibboleth), email domain	IP and Federated (Shibboleth)	Federated (Shibboleth)	IP
<b>Gets users' explicit consent prior to using their data</b>	Y	Up to the 3rd party integrator application	Y	N
<b>Shares user identities with the sites they visit</b>	Y per user's stated preferences	N	N	N
<b>Who knows what users have read across sites</b>	No one	Aggregation, discovery, and syndication services integrating GetFTR	SeamlessAccess.org	Google