

## CONNECT IDENTITY PROVIDER

### The First Step to Understand Your Audience

#### Q. What is CONNECT Identity Provider?

A. CONNECT Identity Provider is Wiley Partner Solutions' identity management service designed to achieve a more interconnected and productive scholarly ecosystem. It gives publishers a better understanding of their readers and user communities and offers users a simple, unified approach to personal and institutional access, on- and off-campus.

CONNECT Identity Provider has already been rolled out to Wiley and over 35 other Atypon customers and will be expanded even further as we enable others to use this service while also keeping their own single sign-on (SSO) setup.

#### Q. Who is CONNECT Identity Provider for?

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

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

#### Q. Why should my website participate in CONNECT Identity Provider?

A.

- To drive more traffic to your site – users are more inclined to visit you when they know that access is seamless and immediate, on- or off-campus
- To make it just as easy for researchers to access legitimate, copyrighted sources of content
- To better understand your site's visitors and build revenue-generating relationships with them. – CONNECT Identity Provider 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 your existing sites and products
- Because it's simple to implement

## **Q. What will CONNECT Identity Provider change on my website?**

A. CONNECT Identity Provider is an 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 Identity Provider registration/login page.

## **Q. How does participating in CONNECT Identity Provider benefit my site's existing registered users?**

A. All your site's existing users will be upgraded to CONNECT Identity Provider accounts and will 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 to access personally and institutionally entitled content from anywhere – on- or 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.

## **Q. What personal profile data do CONNECT Identity Provider users bring to my site?**

A. The data provided to your site during user registration or login through CONNECT Identity Provider 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

## **Q. Can we request more data during user registration than what CONNECT Identity Provider provides by default?**

A. Yes. The user registration flow provided by CONNECT Identity Provider 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 Identity Provider through other websites where such data may not have been required.

## **Q. How does CONNECT Identity Provider increase the number of personally authenticated users on my website?**

A. CONNECT Identity Provider 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, X, Apple, or verified email addresses, and automatic login for users who visit your site frequently.

Furthermore, CONNECT Identity Provider 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 Identity Provider websites is another source of new, authenticated users. Users who have a CONNECT Identity Provider 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.

## **Q. How can I manage users who register on my site through CONNECT Identity Provider?**

A. Users who sign up to your site through CONNECT Identity Provider are stored locally on your platform and are managed just as you manage any other registered user of your site. Provisioning and bulk management interfaces available on your platform can still be used to manage users and their subscriptions in advance.

## **Q. How does CONNECT Identity Provider improve institutional access for users on my website?**

A. For users with a personal account on your website, CONNECT Identity Provider 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 Identity Provider passes the data to your site, and if they match a registered institutional identity, then access to corresponding institutional subscriptions is provided by your platform.

## **Q. Do other institutional access methods used on my site still apply if I use CONNECT Identity Provider?**

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

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

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

A. This depends on how access is controlled and reported on your platform. CONNECT Identity Provider provides the institutional affiliations of the user back to the platform they initiated the authentication from. It is then up to each platform to use this information for access control and reporting.

## **Q. Will society member access be affected if my site participates in CONNECT Identity Provider?**

A. 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 Identity Provider.

## **Q. My organization already has an SSO solution across all our sites. Can we still benefit from using CONNECT Identity Provider?**

A. Yes. CONNECT Identity Provider 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 your sites.

## **Q. We are using a third-party customer management system to better manage individual users across all our systems. Can we still benefit from using CONNECT Identity Provider?**

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

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

## **Q. Do participating sites have access to all CONNECT Identity Provider users' profiles and data?**

A. No, participating sites only have access to a CONNECT Identity Provider user's profile and data, if that user creates a CONNECT Identity Provider 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. No other participating websites have access to their data.

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

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

## **Q. How are my organization's GDPR Compliance and other privacy regulations affected?**

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

Wiley Partner Solutions has the role of a data processor as well as a joint data controller for the data that users provide to CONNECT Identity Provider after collecting a separate, explicit user authorization.

## **Q. How would my site be impacted in the unlikely event that the CONNECT Identity Provider infrastructure was offline?**

A. CONNECT Identity Provider 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 Identity Provider, all other functionality on your site, including all institutional access methods, will remain fully operational in the unlikely event of CONNECT Identity Provider downtime.

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

A. Visitors will be able to report any difficulties with their login or registration directly to Wiley Partner Solution using the online chat option available via CONNECT Identity Provider.

Where necessary, Wiley Partner Solutions support staff will communicate with publishers using agreed-upon tools and processes.

Any issues reported directly to participating publishers can also be communicated to Wiley Partner Solutions using an agreed process.

## Q. How does CONNECT Identity Provider compare 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	Which <b>institution</b> the user belongs to	What <b>content</b> a user is entitled to
<b>What it does</b>	Remote institutional access combined with personal access	Access Icons on 3 <sup>rd</sup> -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>	Yes	Up to the 3 <sup>rd</sup> -party integrator application	Yes	No
<b>Shares user identities with the sites they visit</b>	Yes Per user's stated preferences	No	No	No
<b>Who knows what users have read across sites</b>	No one	Aggregation, discovery, and syndication services integrating Get FTR	SeamlessAccess.org	Google