



Industry Adoption and Standardization Efforts by the MPC Alliance and its Members

www.mpcalliance.org

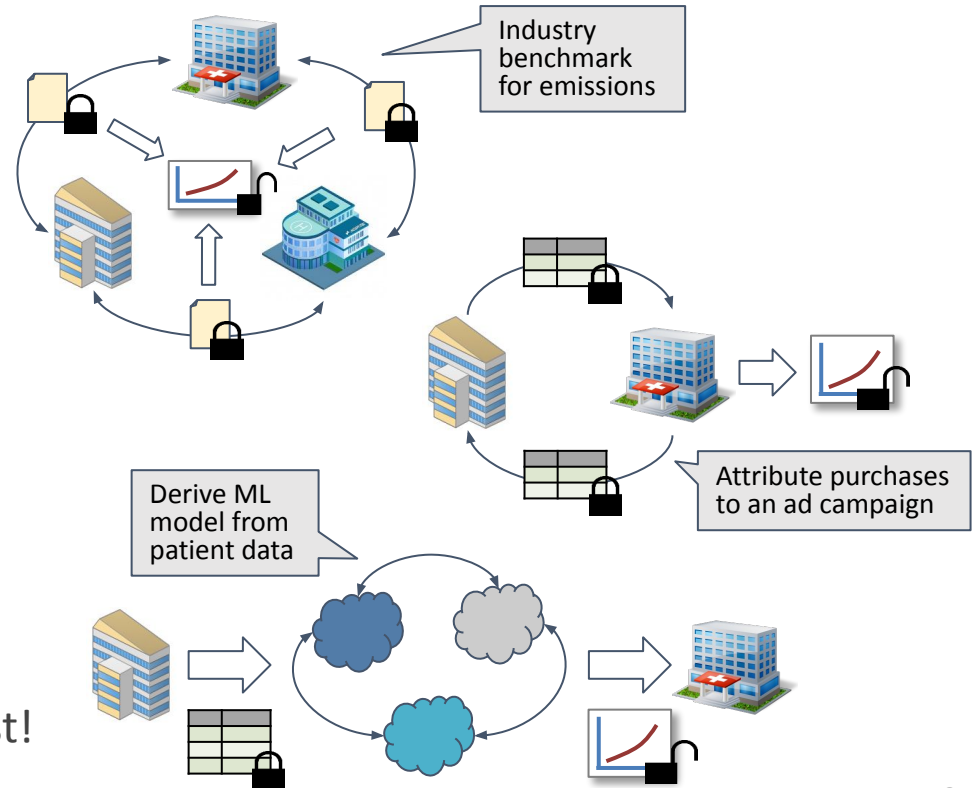
Andrei Lapets

NIST Special Topics on Privacy and Public Auditability — Event 6
July 25, 2023

- **Secure Multi-Party Computation (MPC)**
- **Members and Areas of Focus**
- **Events and Activities**
- **Standardization: Necessity, Opportunities, and Challenges**

Secure Multi-Party Computation (MPC)

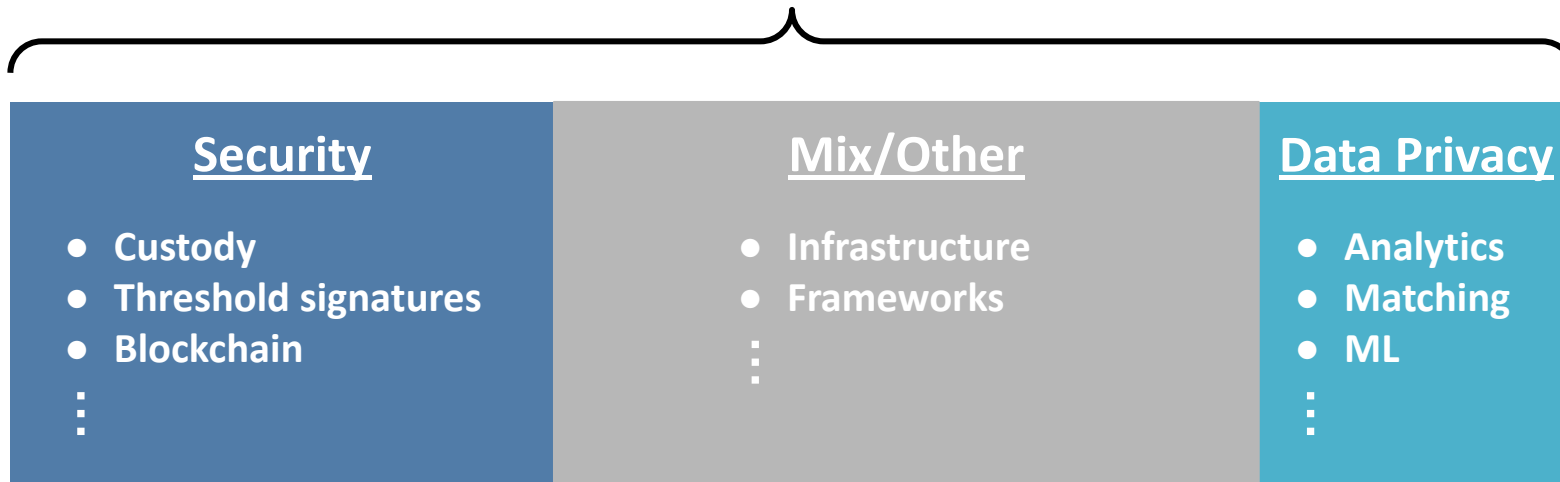
- Two or more parties
 - Multi-party
 - Two-party
 - Outsourced
- *Input* privacy for any function
 - Malicious
 - Honest-but-curious
- Information-theoretic security
- Can be costly or can scale well
 - Bandwidth usage can be high
 - But, even browser solutions exist!



MPC Alliance: Members and Areas of Focus



50+ members



Americas	Europe	Asia
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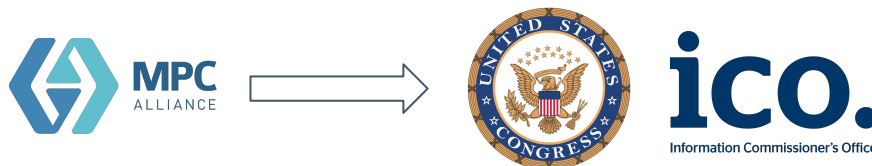
- Event organization and support/participation



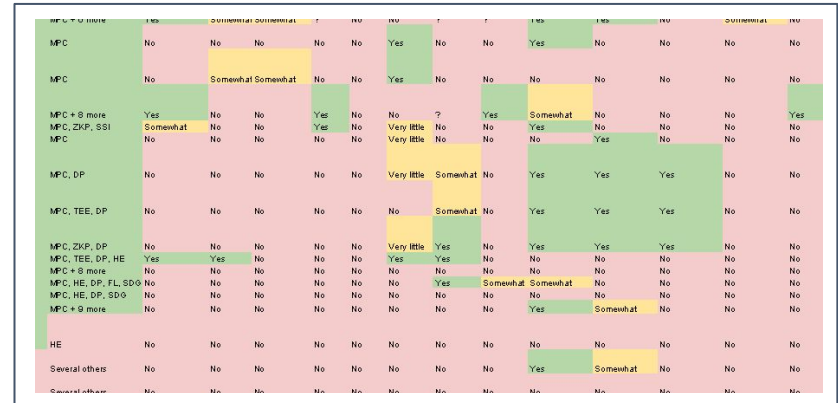
- Member organization contributions to standards efforts



- Support/feedback for guidance materials and legislation



- Reference/guidance document survey
 - 28 documents considered
 - 20 organizations or groups (UN, ISO/IEC, UK Royal Society, NIST, *etc.*)
 - No report is comprehensive
 - Choose any 2 of 3
 - comprehensive
 - good guidance on choosing deployments/use cases
 - Little coverage of some topics
 - cost of MPC
 - legal aspects of MPC
 - comparisons (for key protection)



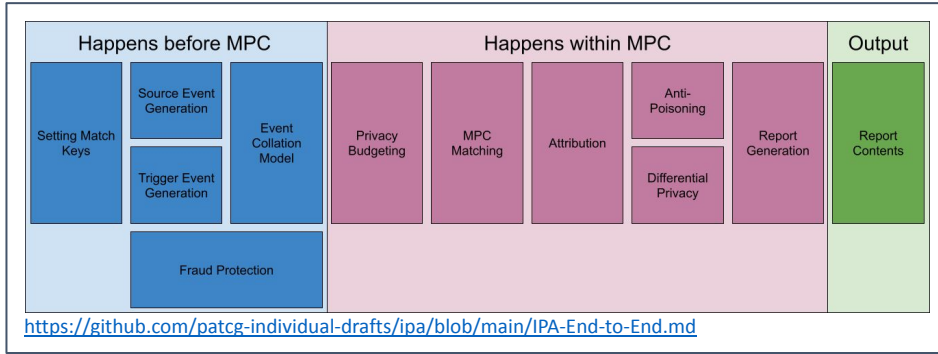
Standardization: Necessity

- Prerequisite for solution adoption in application domains
 - Healthcare
 - Finance
 - Identity/authentication
- Interoperability
- Integration with other privacy-enhancing technologies



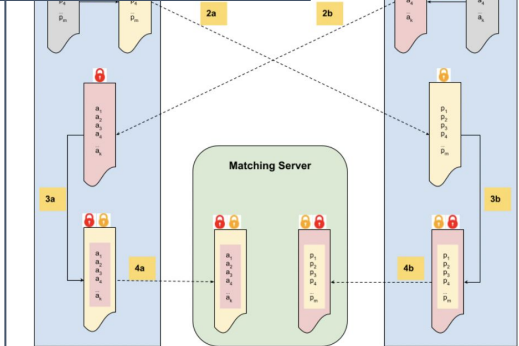
- Industries evaluating MPC, with some deploying *right now*
- At what layer is standardization useful/possible today?
 - Low-level primitives and core protocols
 - Common abstractions/interfaces
 - High-level applicability/fitness criteria (security, threat model, *etc.*) within use cases, domains, and industries
- Examples from digital advertising: IPA, OPJA, and PAIR
 - Interoperable Private Attribution – **Meta (member)** and Mozilla
 - Open Private Join & Activation – IAB Tech Lab, **Magnite (member)**, *et al.*
 - Publisher Advertiser Identity Reconciliation (PAIR) – Google

Standardization: Opportunities

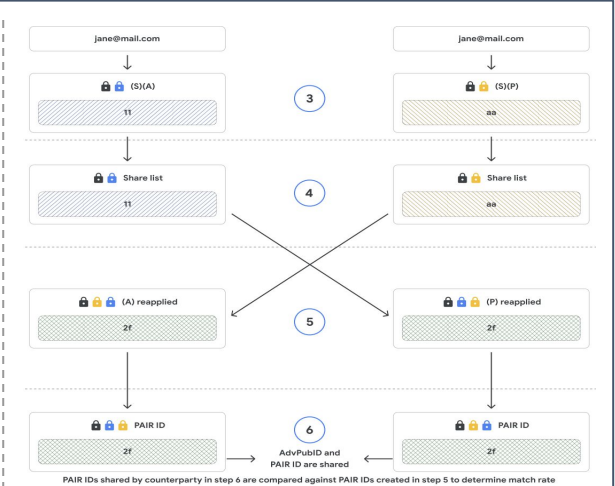


OPJA from IAB Tech Lab, Magnite (member), *et al.* and PAIR from Google for **identifying audiences eligible for targeted online ads**

IPA from Meta (member) and Mozilla for **determining when online ads lead to purchases**



<https://iabtechlab.com/datacleanrooms/>



https://services.google.com/fh/files/misc/pair_visual_final_10242022.pdf

- How will MPC capabilities be packaged and delivered?
 - *Analogy*: DB engine and compiler features/interfaces *took decades*
 - What will be the relational algebra or the MapReduce (or any other analogous paradigm) for MPC?
 - How to craft standards before the above is known?
- How do multiple *organizations* agree to work together?
 - Identification, outreach, and negotiation
 - Legal guidelines/frameworks
 - Multi-party contracts and SLAs (nothing analogous exists today)
- How will standards interact with (or satisfy) regulations?



Thank You!

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