Recommendation 15 of Financial System Inquiry — Develop a national strategy for a federated-style model of trusted digital identities - was explicit recognition that a national system for identification lay at the heart of consumer confidence in further use of Big Data. Government response was "The Digital Transformation Office [DTO] will work across government and with the private sector to develop a Trusted Digital Identity Framework to support the Government's Digital Transformation Agenda." This Inquiry needs to recognise the importance of identity assurance and needs to know much more about the (proposed) activity by DTO.