







Identity is the frontier of privacy and security in the digital world

	For individuals:	For legal entities:	For assets:
INHERENT ATTRIBUTES Attributes that are intrinsic to an entity and are not defined by relationships to external entities.	<ul style="list-style-type: none">• <i>Age</i>• <i>Height</i>• <i>Date of birth</i>• <i>Fingerprints</i>	<ul style="list-style-type: none">• <i>Industry</i>• <i>Business status</i>	<ul style="list-style-type: none">• <i>Nature of the asset</i>• <i>Asset issuer</i>
ACCUMULATED ATTRIBUTES Attributes that are gathered or developed over time. These attributes may change multiple times or evolve throughout an entity's lifespan.	<ul style="list-style-type: none">• <i>Health records</i>• <i>Preferences and behaviours (e.g., telephone metadata)</i>	<ul style="list-style-type: none">• <i>Business record</i>• <i>Legal record</i>	<ul style="list-style-type: none">• <i>Ownership history</i>• <i>Transaction history</i>
ASSIGNED ATTRIBUTES Attributes that are attached to the entity, but are not related to its intrinsic nature. These attributes can change and generally are reflective of relationships that the entity holds with other bodies.	<ul style="list-style-type: none">• <i>National identifier number</i>• <i>Telephone number</i>• <i>Email address</i>	<ul style="list-style-type: none">• <i>Identifying numbers</i>• <i>Legal jurisdiction</i>• <i>Directors</i>	<ul style="list-style-type: none">• <i>Identifying numbers</i>• <i>Custodianship</i>

Trust in a person's claimed digital identity is vital to most of their interactions with an enterprise and its partners in a digital ecosystem, its systems, and with other people and things

The Identity Business is a Dog

For 20 years, nothing changed

1990s

On the internet, nobody knows you're a dog



“Total anonymity”

2000s

On the internet, everybody knows you're a dog



“Cookies and tracking”

2010s

On the internet, anybody can fool us into thinking they're your dog



“Personal data, easily accessible”

Physical identity models have not evolved fast enough to effectively service the digital sector



Physical Commerce

Physical Identity was built assuming that entities would engage in face-to-face transactions

In-person transactions allow for biometric authentication of photos included on ID's



Digital Commerce

Digital Identity relies on the possession of information that is easily obtained

Does not provide for effective validation of a link between a human and the data they are presenting