

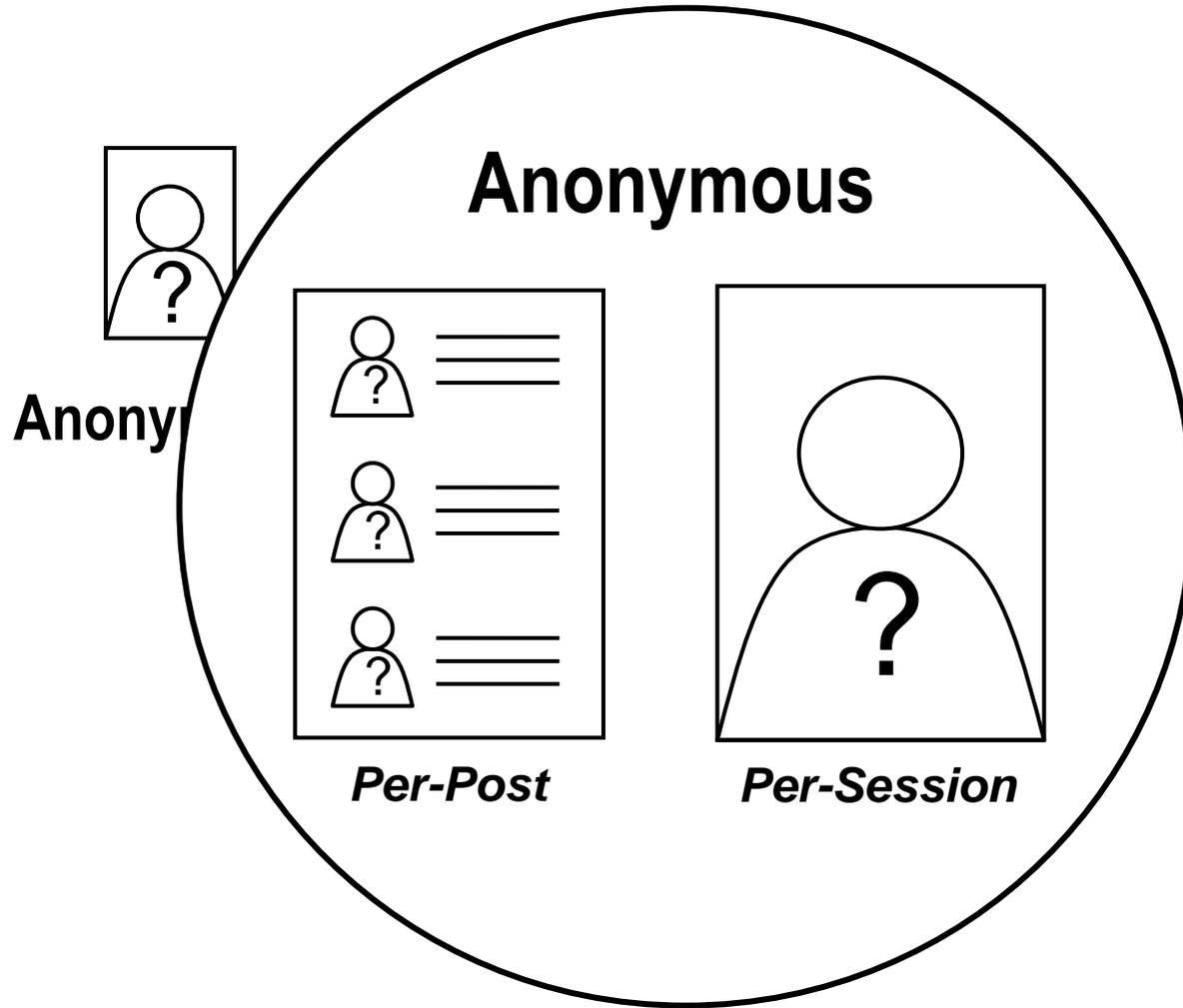
Where is the Money?

Limited Liability Personae + Personal Data

Kaliya  Identity Woman

NIST-IDTrust
March 13, 2012

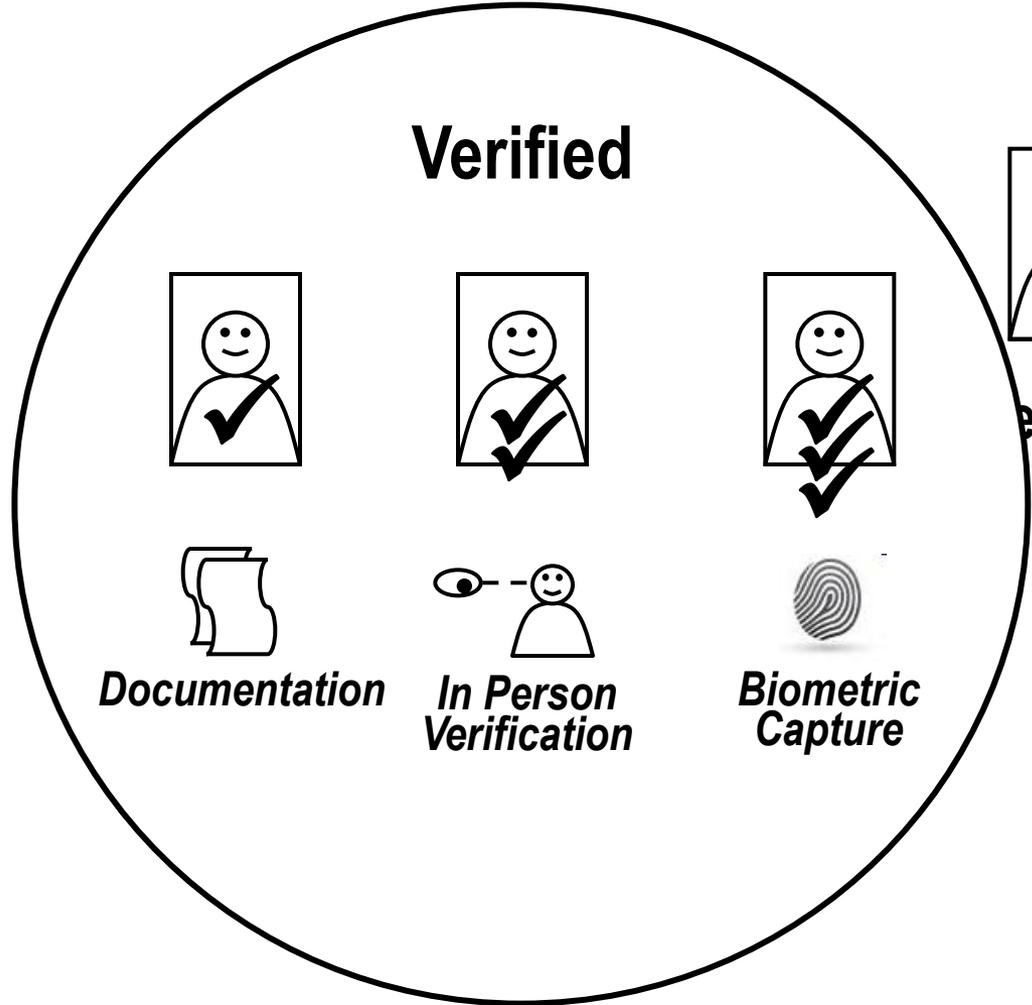
Identity Spectrum



Identity Spectrum



Anonymous

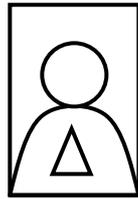


Verified

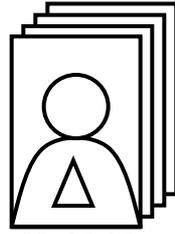
Identity Spectrum



Anonymous



One Site

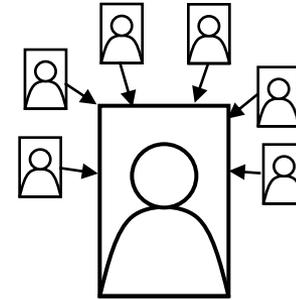


Multi-Site

Pseudonymous



Self-Asserted

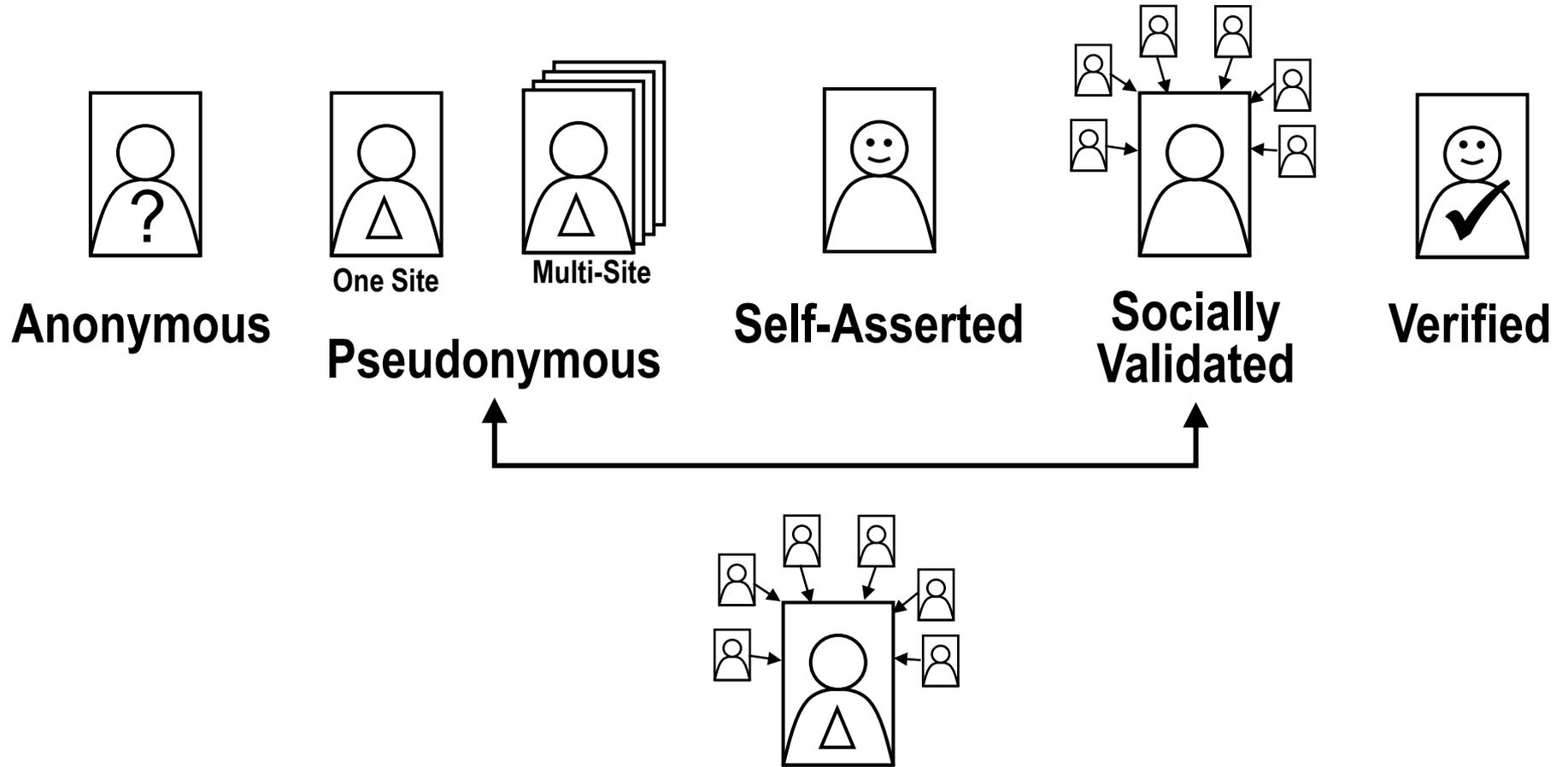


**Socially
Validated**



Verified

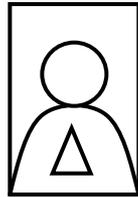
Identity Spectrum



Identity Spectrum

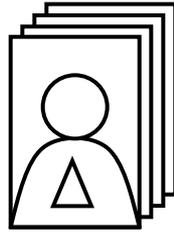


Anonymous

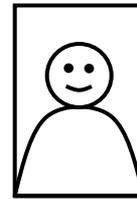


One Site

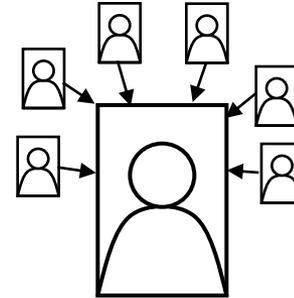
Pseudonymous



Multi-Site



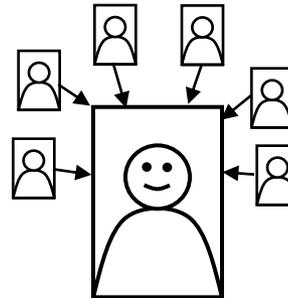
Self-Asserted



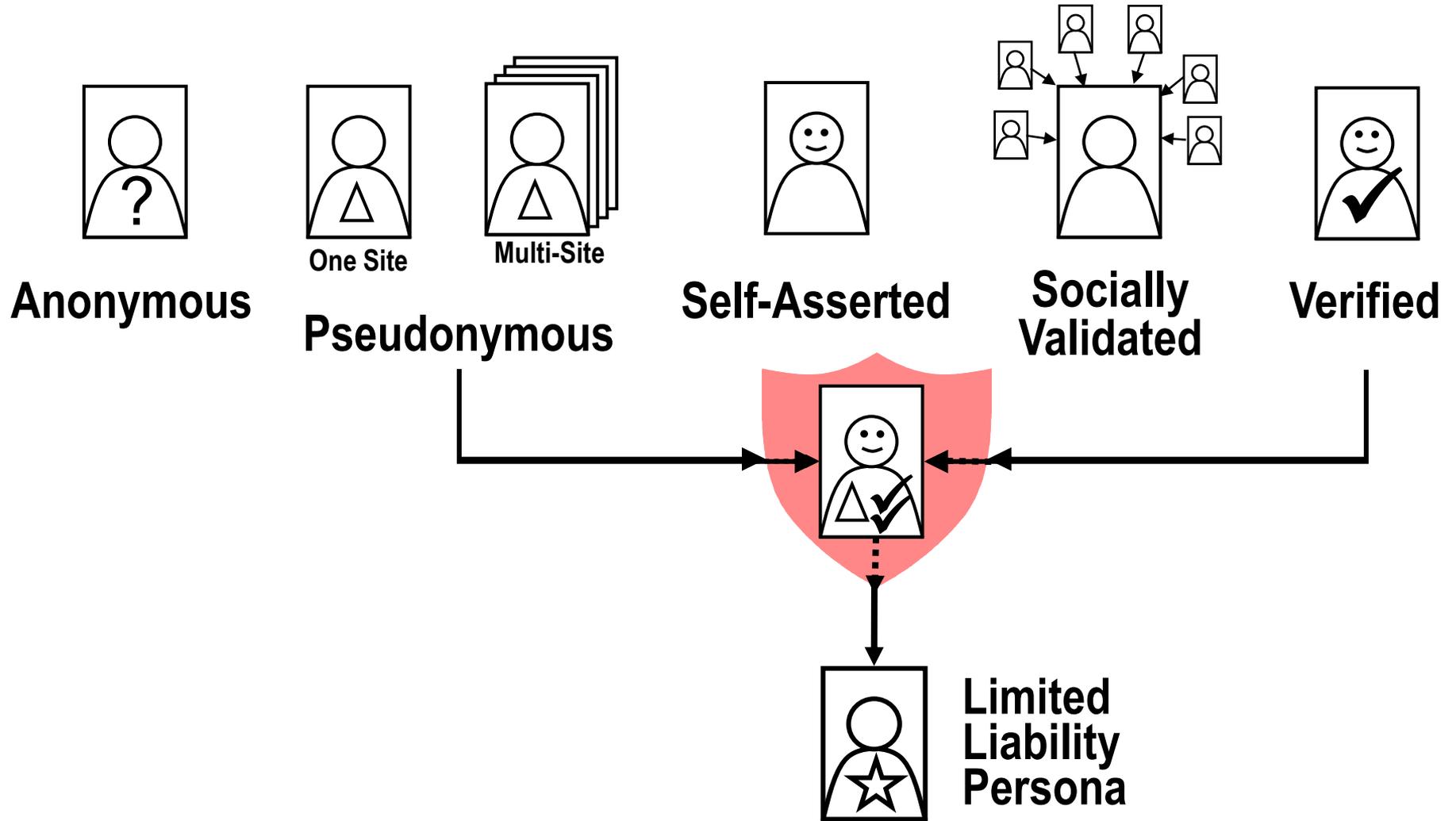
Socially Validated



Verified



Identity Spectrum



Why?

Why?

Sexual Minorities



<http://rowantinne.tripod.com/id28.html>

en.wikipedia.org/wiki/Sexual_minority

Ethnic and Racial Minorities



<http://www.hhs.state.ne.us/healthdisparities/MHfocusgroups.htm>

Religious Expression





Why James Chartrand Wears Women's Underpants

<http://www.copyblogger.com/james-chartrand-underpants/>



1. Live Journal Friends

2. Professional ID

3. Feminist Identity

1. Me linked to real name

2. Spiritual

3. Gaming

1. Totally Professional on Domain, GMail, LinkedIn

2. Social but me on Facebook

3. Spiritual under pseudonym on Live Journal

Real examples of personae separation by women attending my She's Geeky conference.

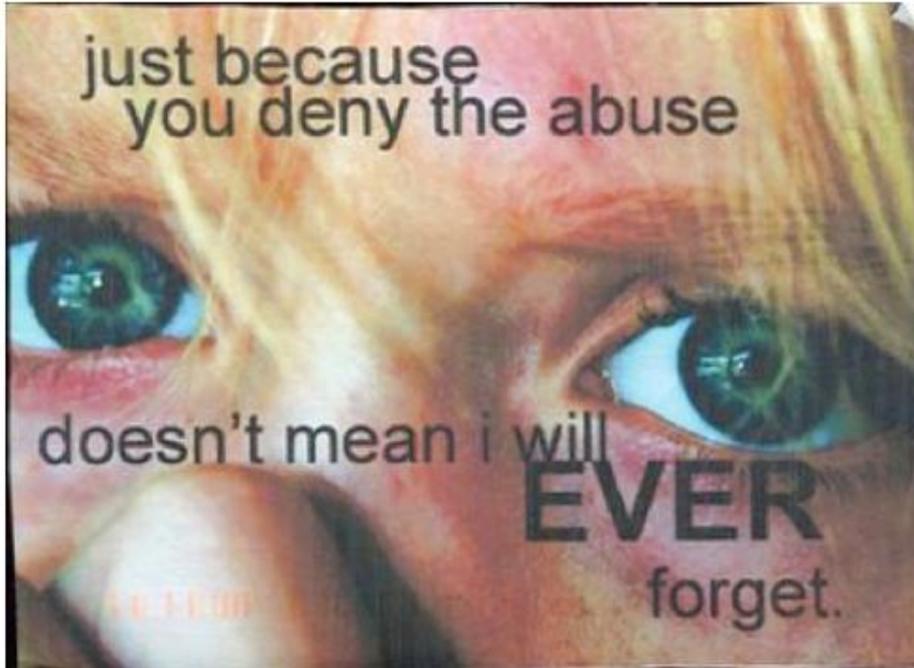
Political Expression



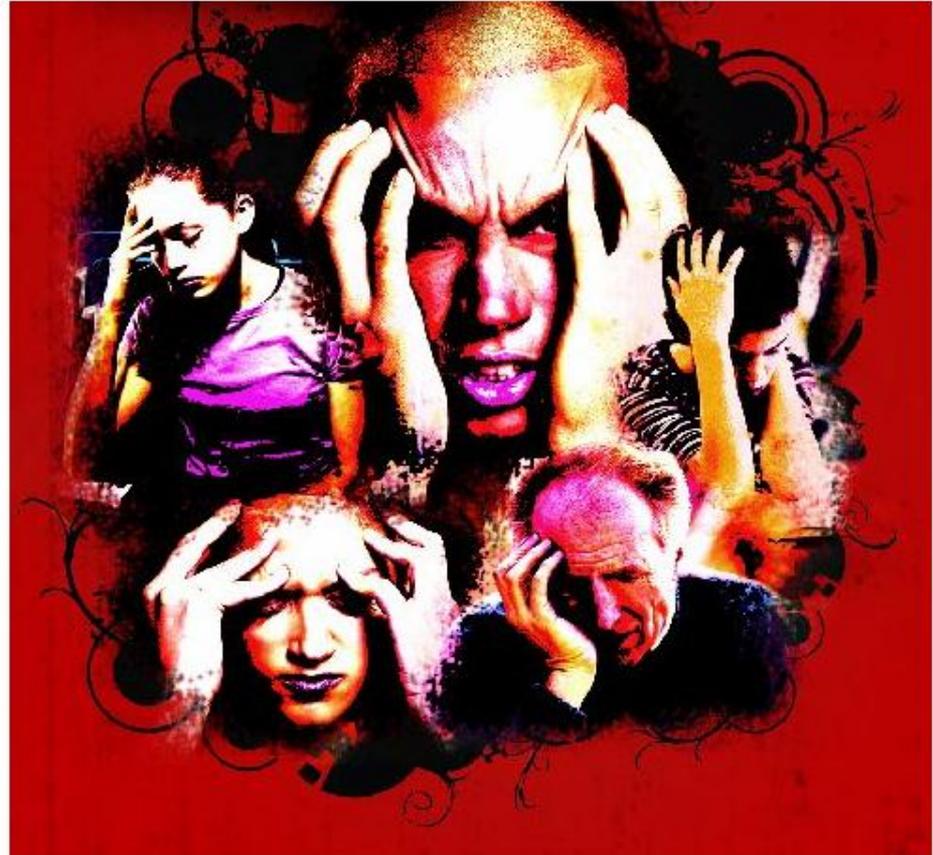
Personal Expression



Medical Issues



Family Issues



<http://huehuetool.wordpress.com/2009/11/24/mental-health-32-times-more-cost-effective-at-increasing-happiness-than-money/>

Mental Health Issues



Goofy Hobbies and Habits

Almost
19
and...

SPENDS
AROUND
36 HOURS
A WEEK
PLAYING
PRETEND

With action
figures

Addicted
Just can't
give it

UP



Freedom of Action



Young people being free to explore.

Location

Location

Personal Data

Personal Data

*Individuals must be at
the center of their
own data lives.*

Social graph

Searches

Calendars

**The
individual**

Interests

Location

Purchases

Diagram from
**Personal Data:
The Emergence of a New Asset Class**

A World Economic Forum Report, February 2011

FIGURE 1: INDIVIDUAL END USERS ARE AT THE CENTER OF DIVERSE TYPES OF PERSONAL

DATA

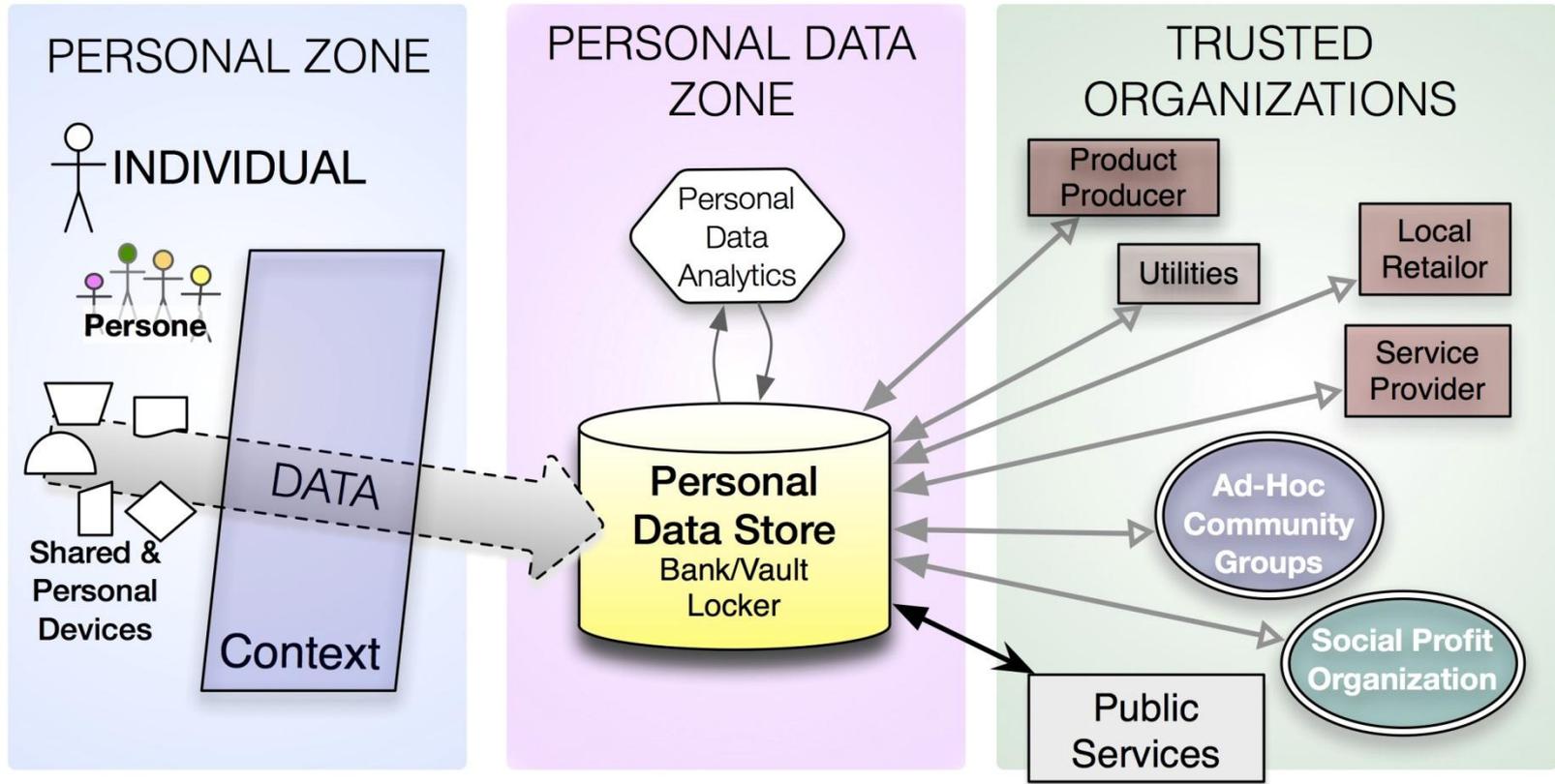
Source: Davis, Marc, Ron Martinez and Chris Kalaboukis. "Rethinking Personal Information – Workshop Pre-read." Invention Arts and World Economic Forum, June 2010.

Personal Data: The Emergence of a New Asset Class



- 1) Innovate around user-centricity and trust.
- 2) Define global principles for using and sharing personal data.
- 3) Strengthen the dialogue between regulators and the private sector.
- 4) Focus on interoperability and open standards.
- 5) Continually share knowledge.

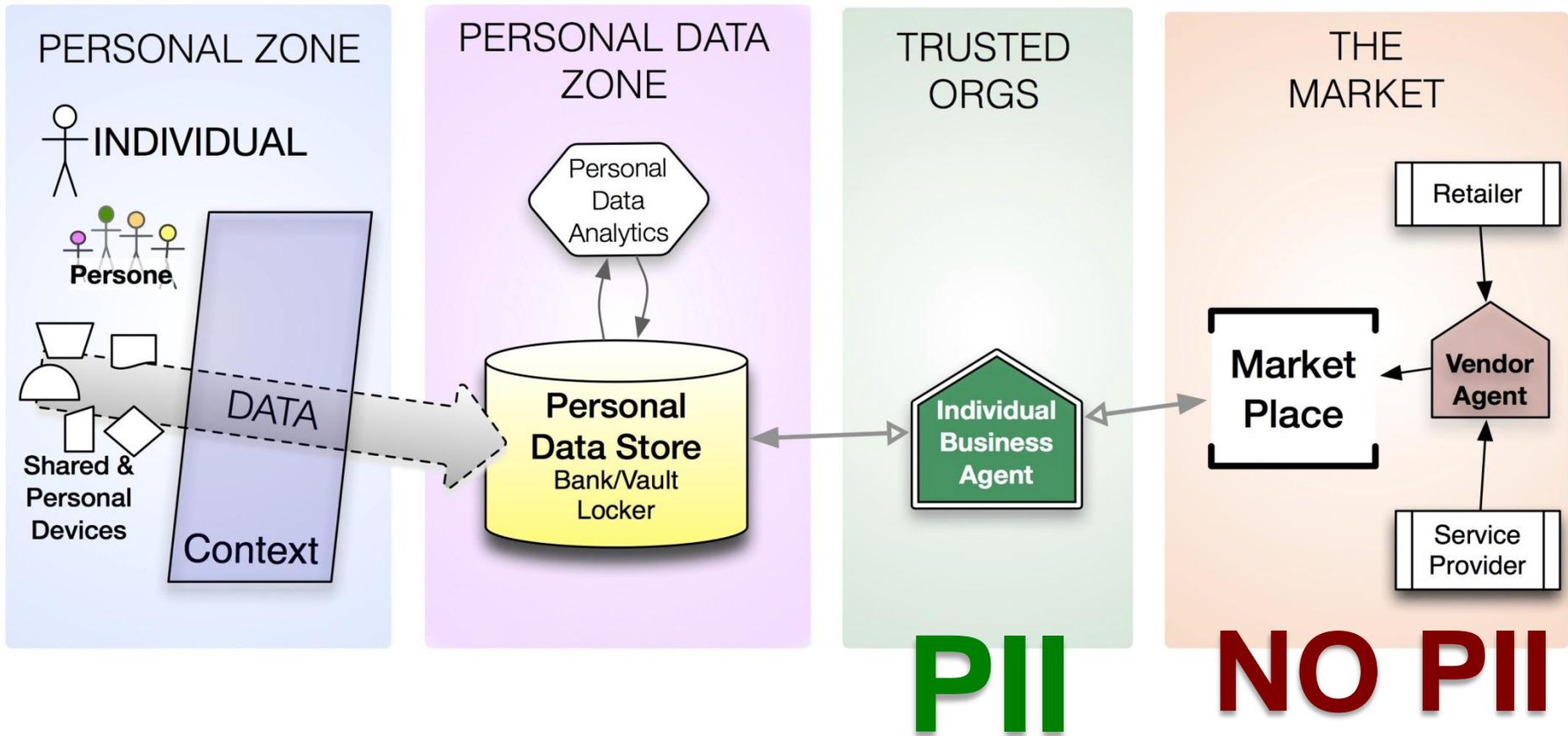
Personal Data Landscape



Vendor Relationship Management

Vendor Relationship Management

Personal Data Landscape

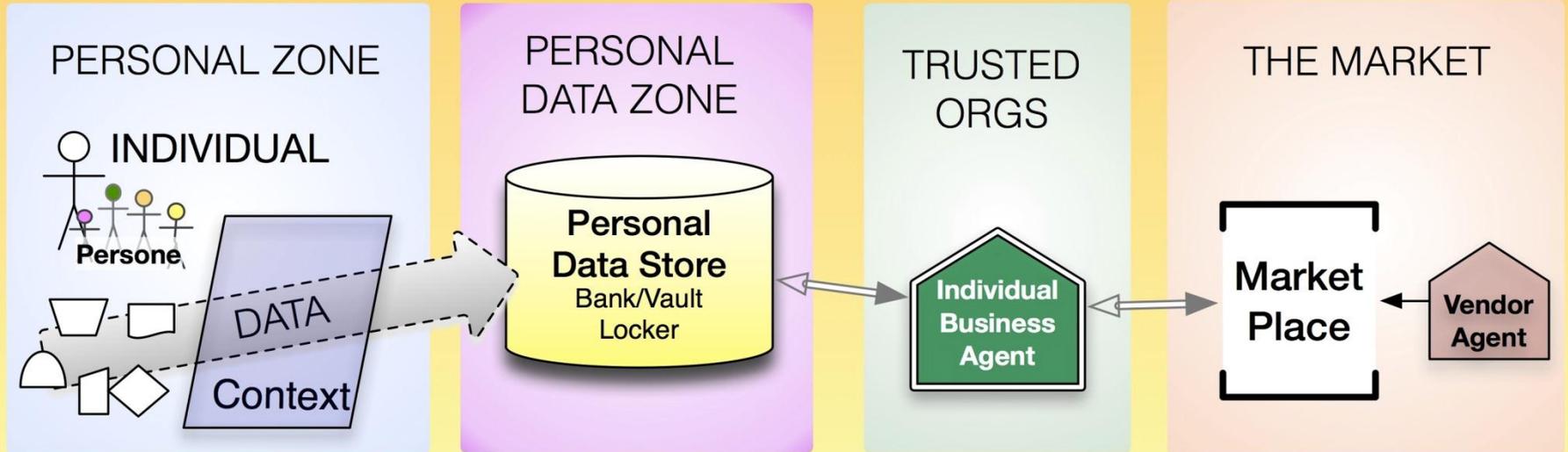


Infomediary Markets

PII

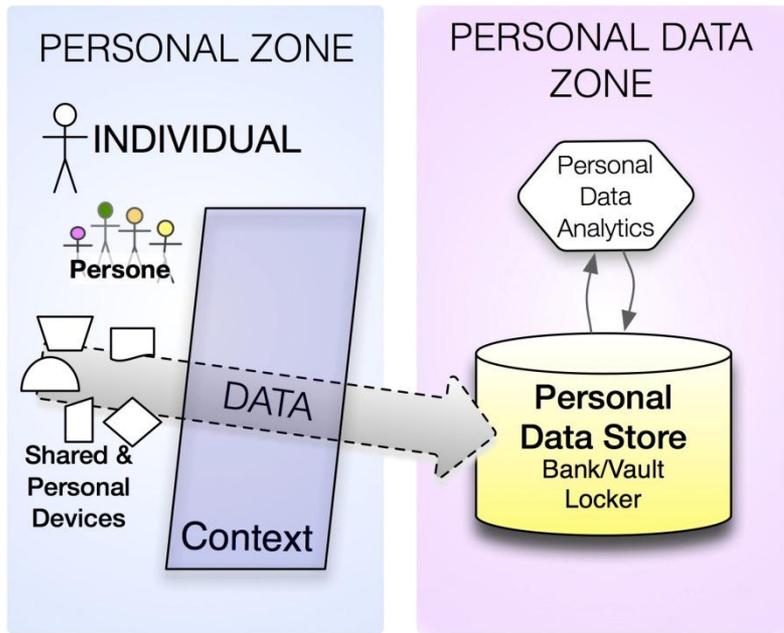
NO PII

Personal Data Landscape



System Rules
Accountability
"Trust" Frameworks

Identity + Personal Data



Limited Liability Personae





Peercraft



The Customer's Voice

PERSONAL
DATA
ECOSYSTEM
CONSORTIUM



pde.cc

bqe'cc

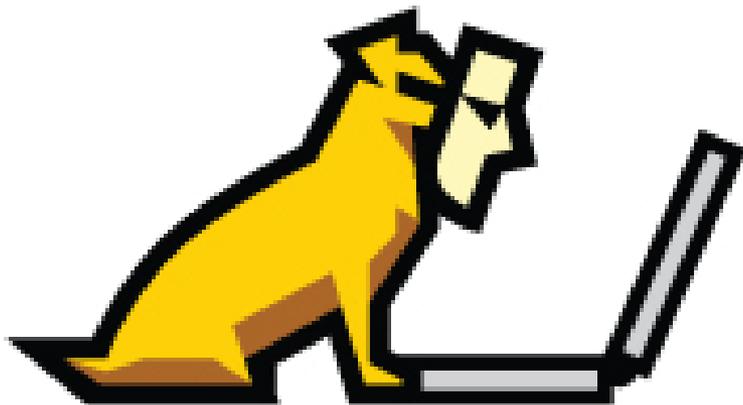
Internet Identity Workshop

internet identity workshop

Founded in 2005

#14 is May 1-3

Mountainview, CA



The world wide hub of
Innovation focused on user
centric identity & personal data

Saving the World with User-centric Identity.

Identity Woman

Saving the World with User-Centric Identity

Thank You to the PPT Jedi, Jay Unger, for making the Spectrum Great

Some say people “don’t care”

And here is what they’re
most worried about securing:



70.0%
Personal
Information



68.0%
Credit Card Security



67.0%
National Security



50.5%
Online Shopping/
Banking



48.9%
Meeting Financial
Obligations



48.6%
Viruses/
Unsolicited
Emails



29.6%
Personal
Safety

<http://www.unisyssecurityindex.com/usi/us>