Where is the Money?
Limited Liability Personae
+ Personal Data

Kaliya

NIST-IDTrust
March 13, 2012
Identity Spectrum

Anonymous
Pseudonymous
Self-Asserted
Socially Validated
Verified
Identity Spectrum

Anonymous
Pseudonymous
One Site
Multi-Site
Self-Asserted
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Identity Spectrum

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One Site

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Self-Asserted

Socially Validated

Verified

Limited Liability Persona
Why?
Sexual Minorities

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

en.wikipedia.org/wiki/Sexual_minority
Ethnic and Racial Minorities

http://www.bhs.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

Mental Health Issues

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

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
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

Infomediary Markets
Personal Data Landscape

PERSONAL ZONE

PERSONAL DATA ZONE

TRUSTED ORGS

THE MARKET

System Rules
Accountability
"Trust" Frameworks
Identity + Personal Data

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

Internet Identity Workshop

Founded in 2005
#14 is May 1-3
Mountainveiw, CA
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/us/us