

Know Your Customer

A Monetizable Capability



Bring Your Own Identity



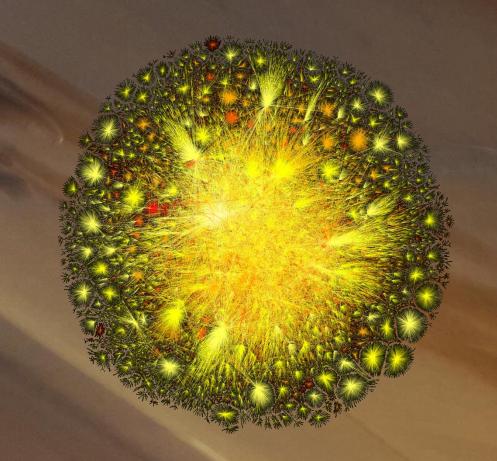


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The Internet at the MOMA



The New Yorker



Identity

Noun

- the state or fact of remaining the same one or ones, as under varying aspects or conditions: The identity of the fingerprints on the gun with those on file provided evidence that he was the killer.
- the condition of being oneself or itself, and not another:
 - He began to doubt his own identity.
- condition or character as to who a person or what a thing is; the qualities, beliefs, etc., that distinguish or identify a person or thing: a case of mistaken identity; a male gender identity; immigrants with strong ethnic identities.
- the state or fact of being the same one as described.
- the sense of self, providing sameness and continuity in personality over time and sometimes disturbed in mental illnesses, as schizophrenia.

User Name

Passport Number



Account Number

Social Security Number





Identification

noun

an act or instance of identifying; the state of being identified.

something that identifies a person, animal, or thing: He carries identification with him at all times.

Sociology. acceptance as one's own of the values and interests of a social group.

Psychology.

a process by which one ascribes to oneself the qualities or characteristics of another person.

(in psychoanalytic theory) the transference or reaction to one person with the feelings or responses relevant to another, as the identification of a teacher with a parent. perception of another as an extension of oneself.









Authorization



Noun - the act of authorizing.

- permission or power granted by an authority; sanction.
- a legislative act <u>authorizing</u> money to be spent for government programs that specifies a maximum spending level without provision for actual funds.
- a legislative act <u>authorizing</u> money to be spent for government programs that specifies a maximum spending level without provision for actual funds.



Identity

Authentication

Four Words

Independent and Inseparable

Identification

Authorization



Privacy

Noun

- the state of being apart from other people or concealed from their view; solitude; seclusion:
- · Please leave the room and give me some privacy.
- the state of being free from unwanted or undue intrusion or disturbance in one's private life or affairs; freedom to be let alone: Tourists must respect the tribe's privacy.
- Those who wish to smoke can do so in the privacy of their own homes. See also invasion of privacy.
- freedom from damaging publicity, public scrutiny, secret surveillance, or unauthorized disclosure of one's personal data or information, as by a government, corporation, or individual: Ordinary citizens have a qualified right to privacy.
- There is so much information about us online that personal privacy may be a thing of the past.
- the state of being concealed; secrecy:
- Before he told us of his plans, he insisted on total privacy.







Confidentiality

(Noun)

Confidential - adjective

- spoken, written, acted on, etc., in strict privacy or secrecy; secret:
 a confidential remark.
- indicating confidence or intimacy; imparting private matters:
 a confidential tone of voice.
- having another's trust or confidence; entrusted with secrets or private affairs:
 - a confidential secretary.
 - bearing the classification confidential, usually being above restricted and below secret.
 - limited to persons authorized to use information, documents, etc., so classified.





Privacy

Security

Three Concerns

Lost as we engage and leave tracks

Confidentiality