



Know Your Customer

A Monetizable Capability

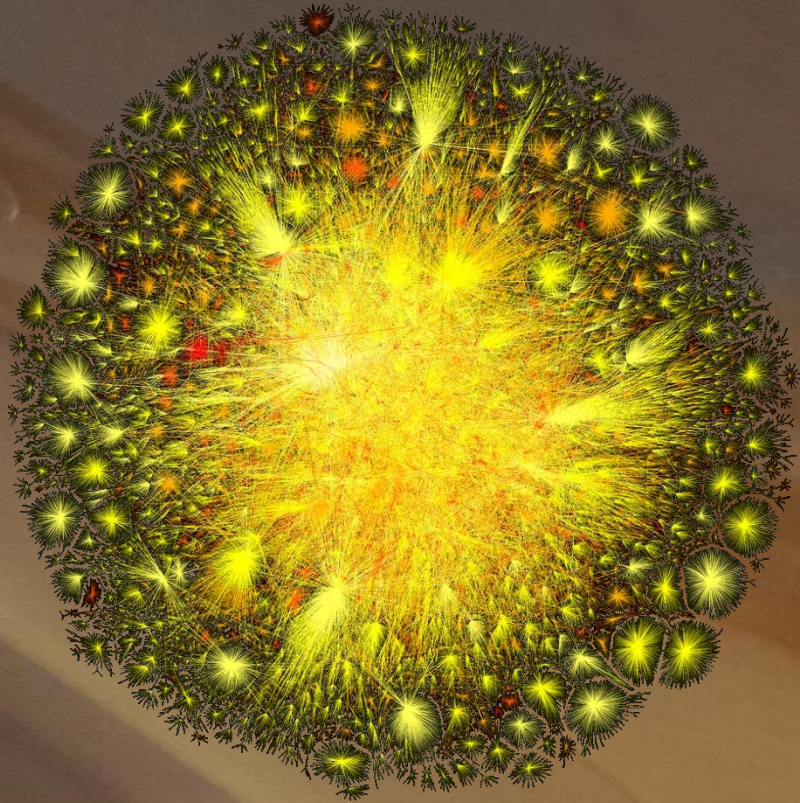
Trust



Proof

Bring Your Own Identity





The Internet at the MOMA



The New Yorker



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 [authorizing](#) money to be spent for government programs that specifies a maximum spending level without provision for actual funds.
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Identity

Authentication

Four Words

Independent and Inseparable

Identification

Authorization



Privacy

Security

Three Concerns

Lost as we engage and leave tracks

Confidentiality