

GIANNICATALFAMO

THE DIGITAL SELF MANIFESTO



GIANNICATALFAMO

THE DIGITAL SELF MANIFESTO



Do you e-xist ?

Identity

How many passwords do you have?

60

50

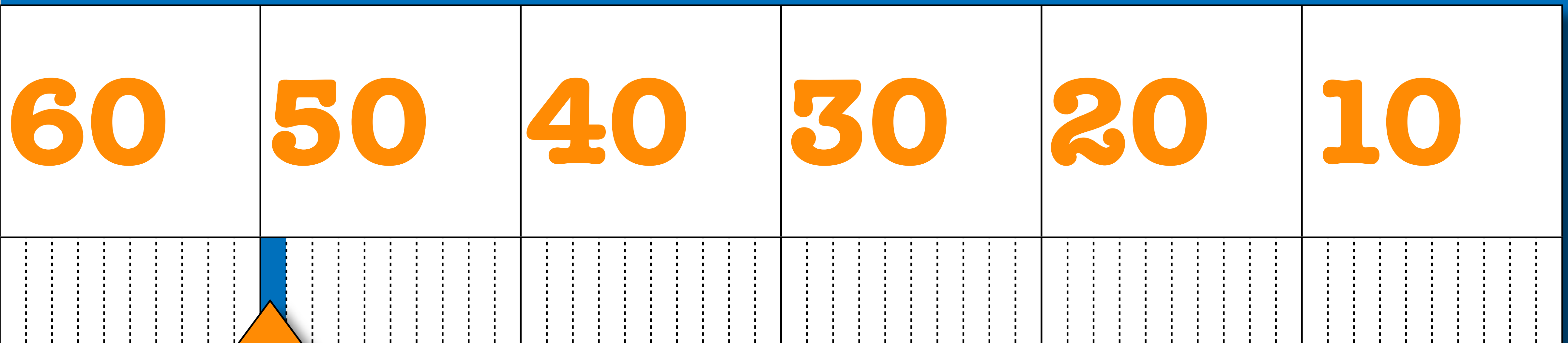
40

30

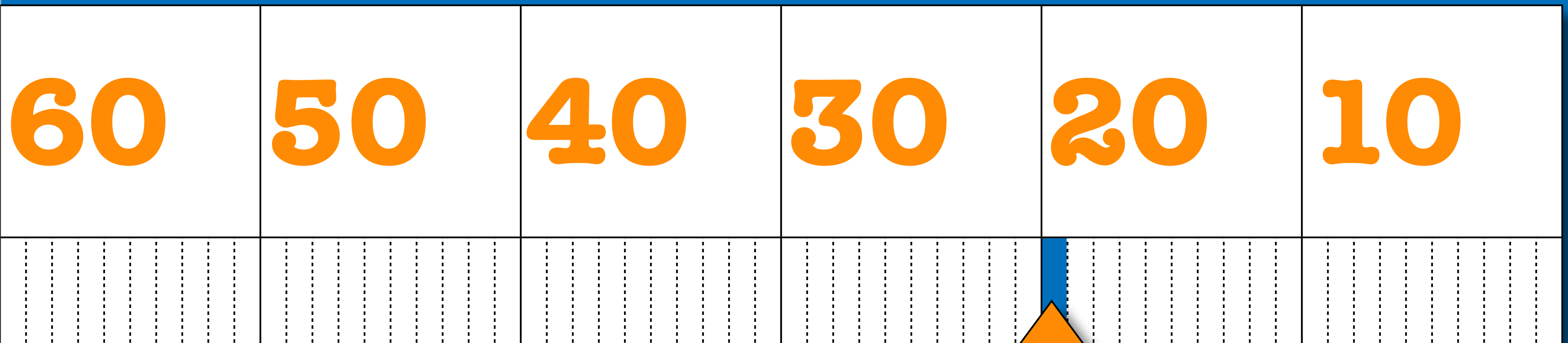
20

10

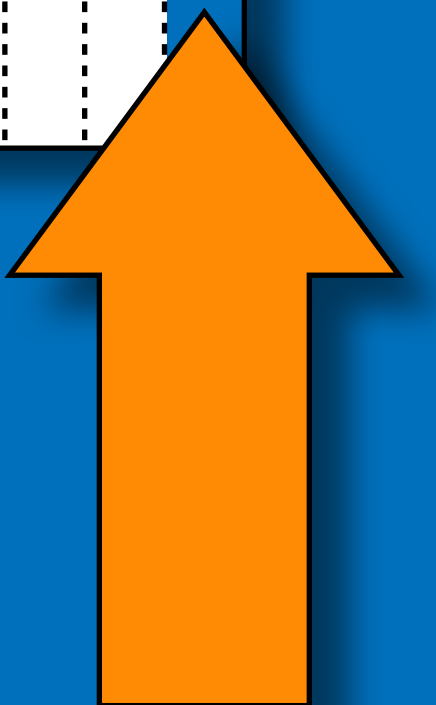
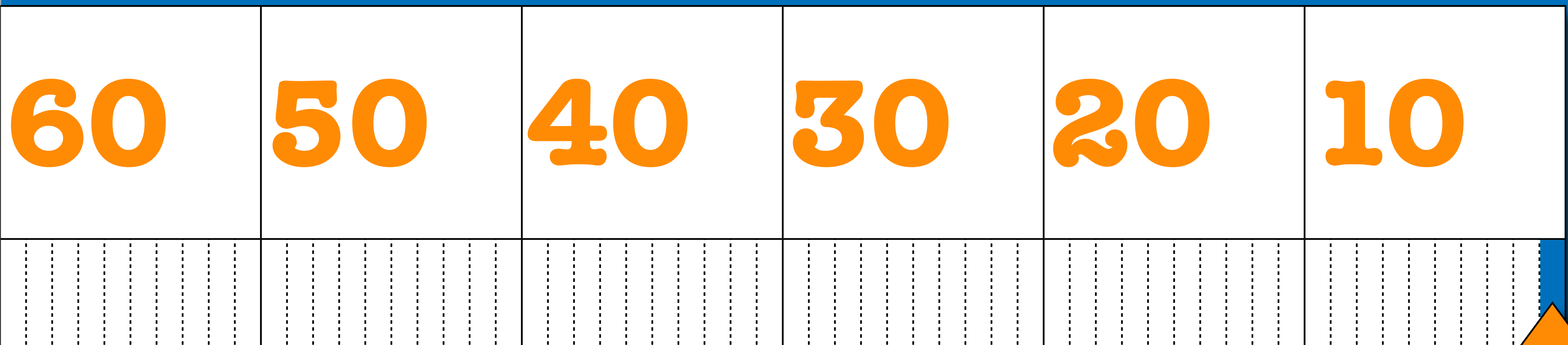
How many passwords do you have?



How many passwords do you have?



How many passwords do you have?



How often
do you
forget
one?

Social Graph



Friend
Connection
Follower

What **we** mean:

“

People who are **part of our lives** because we know, are related to, admire, despise, listen, watch, read, love, hate...

”

What *they* mean:

Who ,
sees
“ what

Content

Oh³ Internet

H³



Blog posts, Pictures, Videos,
Slideshares, Scribd
documents, ...

Status updates, Tweets,
Whatsapp chats,
Foursquare check-ins, ...

Hotel & restaurant ratings,
eBay feedbacks,
Product or Book reviews, ...









How **THEY** see it

Control

Control

Ownership Portability

Control

Ownership Portability

Digital Self
Markup
Language

User Centric
Identity
Management

Certification
Entities

Digital Self Markup
Language

User Centric Identity
Management

Certification Entities

<FIRSTNAME>**Gianni**</FIRSTNAME>

<SURNAME>**Catalfamo**</SURNAME>

<EMAIL>**gianni@catalfamo.com**</EMAIL>

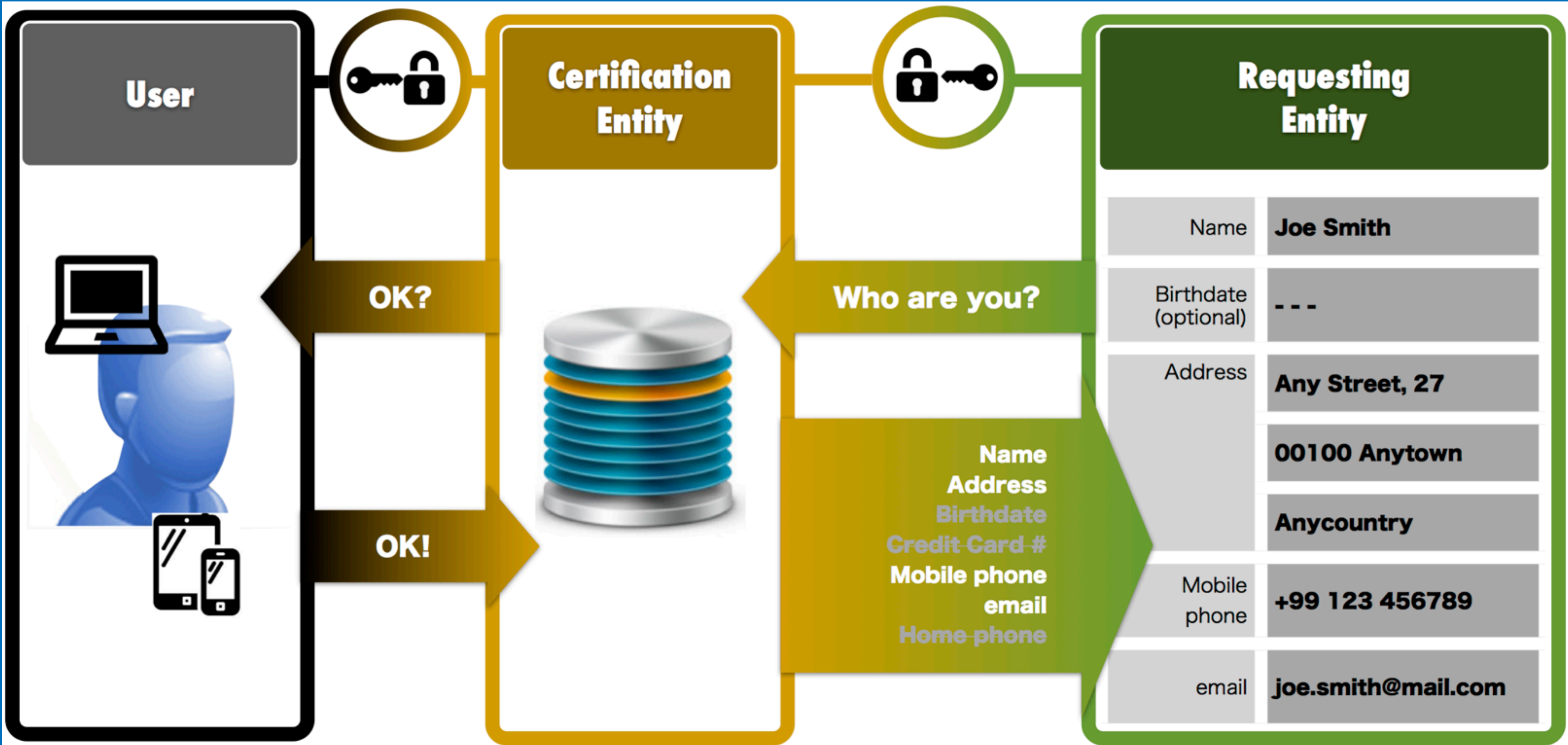
<MOBILE>+**39 335 284758**</MOBILE>

...

Digital Self Markup
Language

**User Centric Identity
Management**

Certification Entities



Digital Self Markup
Language

User Centric Identity
Management

Certification Entities

WHO?

Digital Self Markup
Language

User Centric Identity
Management

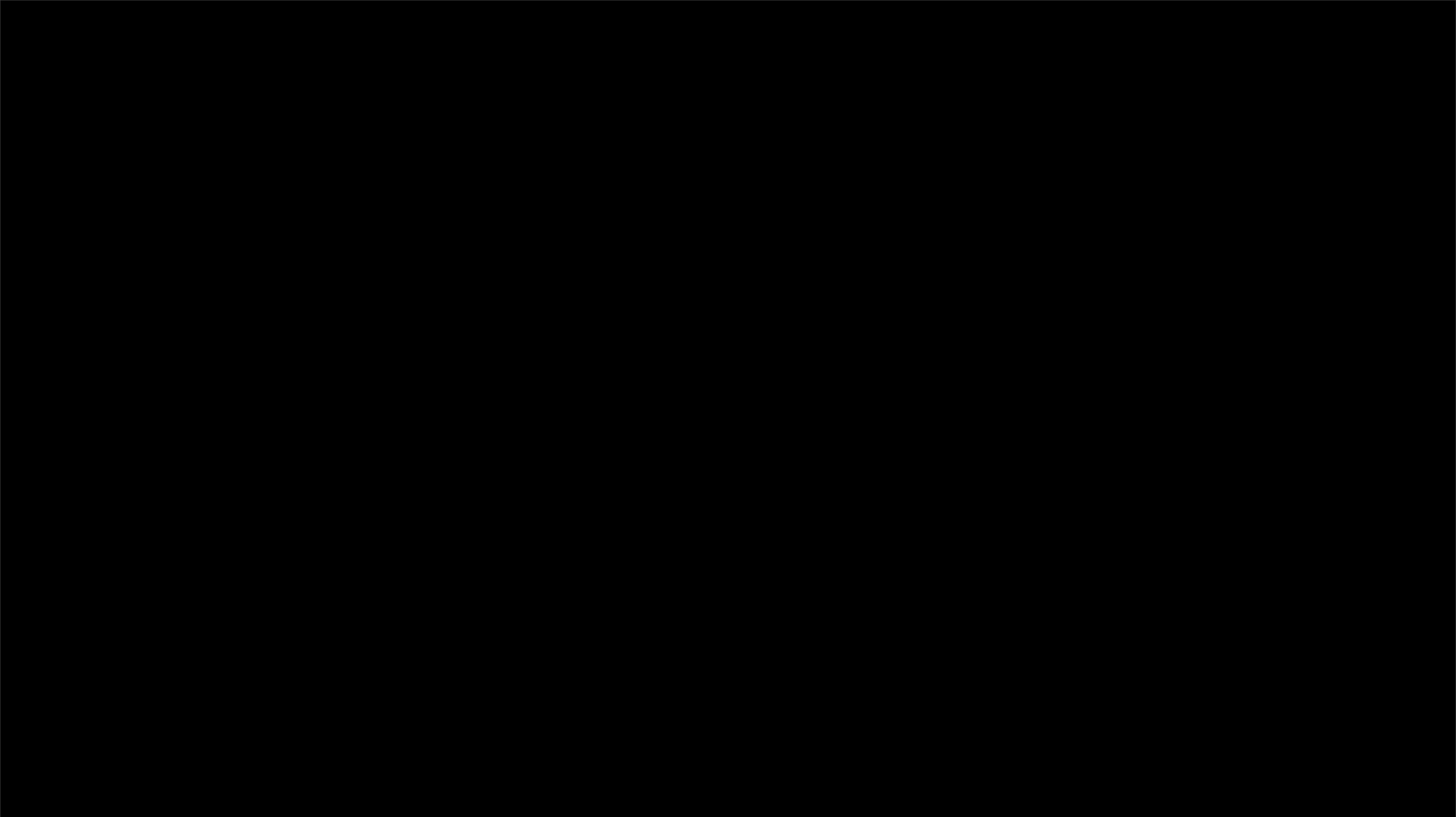
Certification Entities

Governments
Banks
Credit Card Companies
Telcos
Healthcare providers
Post / Delivery services
Retailers
Online companies

...









In praise of

Anonymity