

# The Digital Self Manifesto

Individuality in the age of Digital & Social Media



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Restore the control  
of the Digital Self  
to its rightful owner

How many passwords  
do you have?

100 50 20 10

How many passwords  
do you have?

100 50 20 10

How many passwords  
do you have?

100 50 20 10

How many passwords  
do you have?

100

50

20

10

How often  
do you  
forget  
one?







you use  
the same  
password  
every time  
you can



...you write  
them  
down...



...on your  
phone!

# The 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

Our  
relationships,  
their  
audience





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

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

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

# Control

Ownership Portability

Digital Self  
Markup  
Language

User Centric  
Identity  
Management

Certification  
Entities

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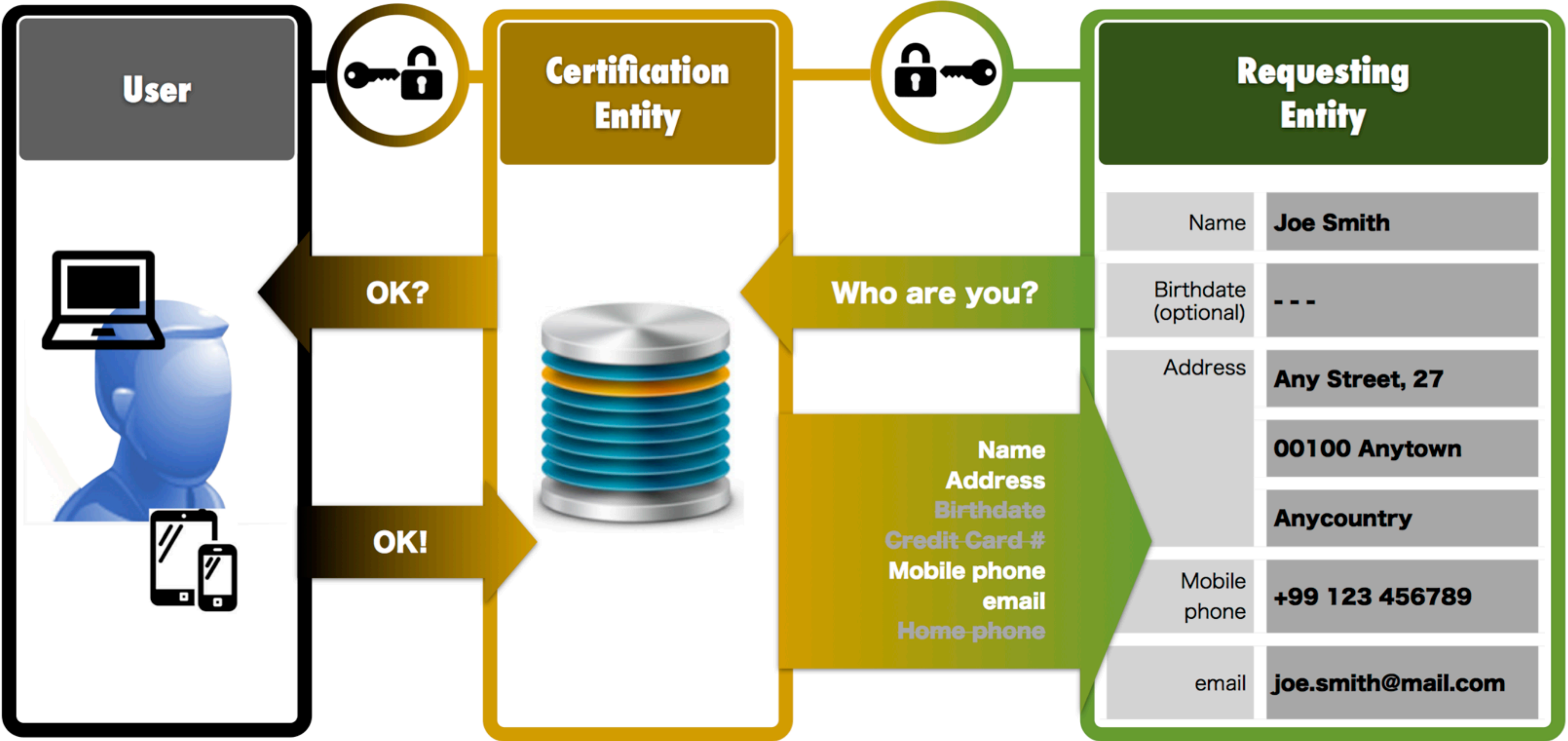
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...





Digital Self Markup  
Language

User Centric Identity  
Management

**Certification Entities**

# WHO?

Digital Self Markup  
Language

User Centric Identity  
Management

**Certification Entities**

Banks

Credit Card Companies

Telcos

Healthcare providers

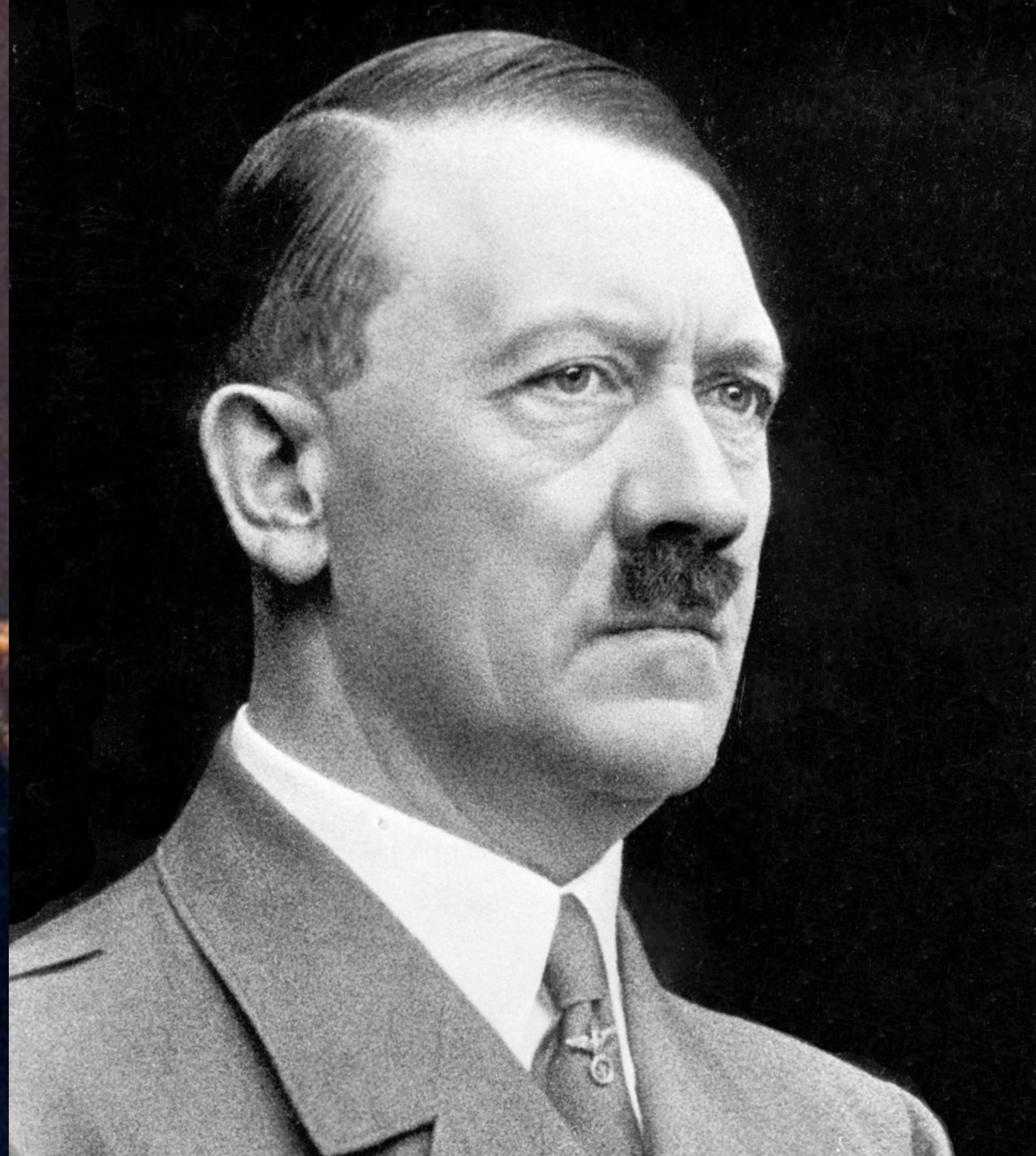
Post / Delivery services

Retailers

Online companies

...







Do away with  
Anonymity?



# SCIE

**PEOPLE** will own every right to their  
Digital Self, entrusted in custody to a  
third party exposing only an ID API

# NA

# RIO

# SCIE

**PEOPLE** will own every right to their Digital Self, entrusted in custody to a third party exposing only an ID API

# NA

**PEOPLE** will reward **BRANDS** by allowing controlled access to portions of their Digital Self

# RIO

# SCFE

**PEOPLE** will own every right to their Digital Self, entrusted in custody to a third party exposing only an ID API

# NA

**PEOPLE** will reward **BRANDS** by allowing controlled access to portions of their Digital Self

# RIO

**BRANDS** will reward **PEOPLE** by using the information in their Digital Self to create a better user experience

# The Digital Self Manifesto

EUR 1.99 in an e-bookstore near to you



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