

PERSONAL VS DIGITAL IDENTITY

This document's purpose is to offer some perspectives on the limits of the digital era we're in, in regards to our safety and health.

How can people manage their true identity online with the rising of AI and other technologies? How can people protect their own identity? What can be done to protect kids from all online's dangers?

Business opportunity

REGAINING CONTROL OF OUR IDENTITIES

Once something is added on the Internet, it stays online forever, increasing the importance of managing our online image, to secure our identity and to protect the most vulnerable.

REALER THAN REAL

AI's are now able to impersonate real people online, making scams way easier to do and harder to prove.

PARENTING ISSUES

An average 5 year-old child has already around 1,500 pictures of him/her on the internet posted by their parents. These pictures won't be leaving the Internet any time soon, putting children at risk. It also raise the question of parents' responsibility and the question of children's own identity and its control.

PRIVACY WOULD BE WORTH BILLIONS

Among affluent consumers, 75% quote privacy is becoming a key-sought feature. Because now privacy is tough to get. The harder something is to get, the more precious and desirable it becomes. In other words, privacy turned into a luxury good. (AMEX, 2021)

DECENTRALISED IDENTITY

The aim is to empower individuals to take control of their personal information, ensuring that sensitive data remains secure and accessible only to those they authorise. By leveraging blockchain technology, individuals can establish immutable and tamper-proof records, minimising the risks of identity theft and fraud.

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