

Enterprise Identity

- Active Directory Info
 - Username
 - Emails
 - Passwords
 - Title
 - Role
 - Team
 - Physical/Digital Badge
 - Devices
- Employment Eligibility (I-9)
- Background Check
- Certifications
- Subject Matter Expertise



Social Identity

- Auth Identifiers
 - Username
 - Emails
 - Passwords
 - Device/MFA
- Profile Info
 - Name
 - Age/Birthday
- Relationship Graph
 - Friends, Follows & Connections
- Content
 - Posts, tweets, etc.
- Generic tracking (cookies)

