Digital Identity Categories

Human

- One to one relationship with a human
- Source of trust comes from government organizations
- Physical identity like Driver's License & Passport
- Digital identity like external verifications, biometrics, captchas, forms

Organization

- One to one relationship with a business or group of people
- Source of trust comes from government organizations
- Physical identity like offices, stores & employees
- Digital identity like brands & IT systems

Digital Identity Categories

Software Bots

- Software-powered automation, often working on behalf of an organization or a human
- Source of trust comes from code and the organization running it
- Physical identity comes from hardware
- Digital identity comes from IP addresses, Certificate Authorities, PKI

AI Agents

- Generative AI accomplishing tasks on the public internet
- Source of trust comes from underlying algorithms and training data
- Physical identity comes from hardware
- Digital identity has characteristics of both software and people