

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)



Why is digital identity important?

Hint: *It's about user experience*



"On the Internet, nobody knows you're a dog."