WHAT IS THE IDENTITY ECOSYSTEM?

- Computational "maps" of identity for persons, organizations, and devices
- Center for Identity Ecosystem maps provide a foundation for defining the "physics" of the Identity Ecosystem at a macro and micro-level
- Assigns levels of risk and value for each identity attribute
- Illustrates the connected nature of identity attributes
- Pinpoints "hotspots" in your Identity Ecosystem that are vulnerable to theft and carry a high value

IDENTITY ECOSYSTEM

WHAT IS AN IDENTITY ATTRIBUTE?

- What you are
- What you have
- What you know
- What you do

EXAMPLES OF IDENTITY ATTRIBUTES

- Social Security Number
- E-mail address
- Telephone number
- Birthdate
- Driver's license number
- Usernames
- Passwords

The Center for Identity Ecosystem answers key questions for individuals, businesses, and government agencies

1. How vulnerable to exposure is each identity attribute?
2. What is the connected value of each identity attribute?
3. Which identity attributes are the most likely entry points for a breach that leads to identity theft?
4. If an identity attribute is breached, are other attributes now at higher risk? Which ones?