
From Identity and Digital Footprint To Reputation and Ethics

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1. Reflect on your Identity and Digital Footprint

Identity

**the fact of being who or what
a person or thing is**

Digital Footprint

the information about a particular person or organisation that exists on the Internet as a result of their online activity

Do you have a smartphone or iphone and bring it with you sometimes?

Yes

No



European survey to analyse EU citizens' understanding of digital footprint



Do not read
privacy policy text
in full before
agreeing to new
subscriptions



Acknowledge
that they are
not in full control
of their digital
identity

2. Reflect on your Reputation

Active (digital) footprint
Active reputation



Passive (digital) footprint
Passive reputation

**Reputation is everything. It takes a
lifetime to build a reputation but only one
moment to lose it**

Could anyone have talked 'badly' about you during the course of your life?

In private

In public

Never

Our private life and public life are very close to each other

What is online is very difficult to remove!

Social networking has pushed the boundaries of (internet) privacy too far!

reputation \Leftrightarrow employability

3. Personal view on ethics

What if Google shares all your information with your employer? to your government? to your wife? husband? Is this ethical?

In my opinion, NO! It is not ethical. I should be in control of my identity and reputation.

Current Challenges

- We don't own our data, we don't own our identity. Companies offering free services (like facebook...) earn money from our data.
 - Free services online should not exist! You are being the business model! We need to regulate these services.
 - We need new technologies that allow us to own our data and identity. We also need more educational platforms.
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- 4. New technologies**
 - a. Holochain**
 - b. ThreeFold**



<https://www.meetup.com/Holochain-Belgium-Meetup/>

Personas project: <https://medium.com/holochain/holovault-personas-profiles-95de4f370a1b>



THREEFOLD

NETWORK

<https://threefold.io/>
<https://bettertoken.com/>

<https://threefold.io/3bot.html>

The illustration features a central figure representing the 3Bot digital self. It consists of two white, rounded, pill-shaped components stacked vertically. The top component has two glowing cyan eyes. The bottom component has a stylized mouth with three horizontal bars in blue, green, and white. Above the top pill is a black icon of three horizontal bars. The entire central figure is surrounded by a dense collection of hand-drawn, sketch-style icons connected by dashed lines, representing various digital and social concepts. On the left side, icons include a smartphone, a camera, a speech bubble with a robot, a cloud, a lightbulb, a '@' symbol, the word 'LIKE', a map with location pins, and a heart. On the right side, icons include a speech bubble with a laptop, a thumbs-up, a globe, a musical note, a rocket, a smartphone, a camera, a lightbulb, a paper airplane, and a globe. The background is a light gray gradient.

3BOT DOES EVERYTHING YOU WANT

There is nothing else quite like 3Bot. It is **autonomous**, **neutral**, and **private**. 3Bot is your **digital self**, living on top of the Threefold Grid. It puts you back in **control of your data** and provides access to a **more secure and neutral decentralized digital world**.

4. Q&A and comments from the audience

Should Google or Facebook share your information with your government? or employer?

Should your government or employer know how fast you drive? Should they know what other people say from you in private or public?

What if Reputation-based systems become the way to weight your vote, the new democracy?

Thank you!

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