

ROOLY ELIEZEROV

THE DIGITAL IDENTITY CRISIS



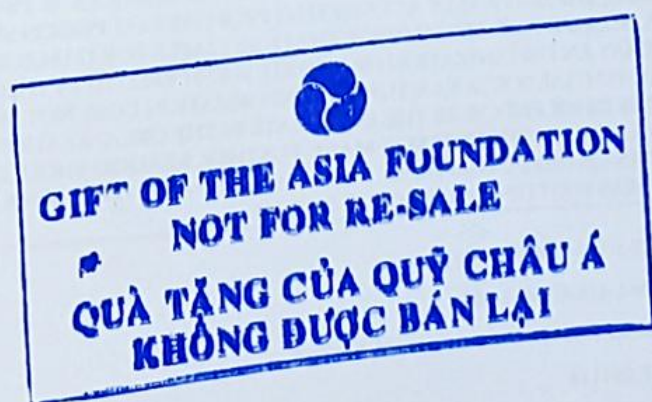
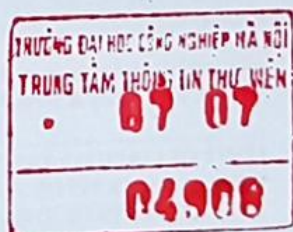
**HOW THE EXPLOSION
OF PERSONAL INFORMATION
IS TRANSFORMING TECHNOLOGY,
BUSINESS, AND SOCIETY**

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The Digital Identity Crisis:

How The Explosion of Personal
Information Is Transforming
Technology, Business, and Society

by Rooly Eliezerov



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WE HAVE ARRIVED AT A CRISIS POINT IN THE DIGITAL IDENTITY REVOLUTION,

WITH FAR-REACHING IMPLICATIONS FOR INDIVIDUALS AND BUSINESSES.

TRUST IS BECOMING THE NEW CURRENCY.

Companies are collecting, storing, and sharing ever more personal information about customers. Big data is changing the rules of the marketing game. Government privacy regulations are attempting to assert some control. Major data breaches have people concerned about the security of their data, while at the same time individuals share increasingly more private information with apps that promise to enhance their health, finances, job performance, and social lives. What is happening here? Have we unleashed chaos or unprecedented possibilities? Maybe both. *The Digital Identity Crisis* asks some serious questions about the risks and opportunities we face, now and in the near future.

- What does privacy mean in the digital age?
- Who owns digital identities?
- How can rich customer data disrupt the way businesses operate?
- How has trust become the most essential factor in relationships between companies and their customers?
- How can businesses build trust-based relationships with their customers?
- Why are cybercriminals interested in personal data?
- Will passwords ever die?
- Can digital identity improve the quality of life? At what cost?
- How will AI influence identity?



ROOLY ELIEZEROV

is president and cofounder of Gigya, the industry leader in customer identity management solutions, recently acquired by SAP. A veteran entrepreneur since the Internet's earliest days, Eliezerov has explored identity through the lenses of art, architecture, sociology, and of course, technology. From his vantage point at Gigya, over the past decade he has seen broad-reaching changes in the ways people share their personal data, the way businesses engage their customers online, how governments regulate identity data, and the extent to which data-based technologies transform people's lives.

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