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What does cybersecurity mean to you?

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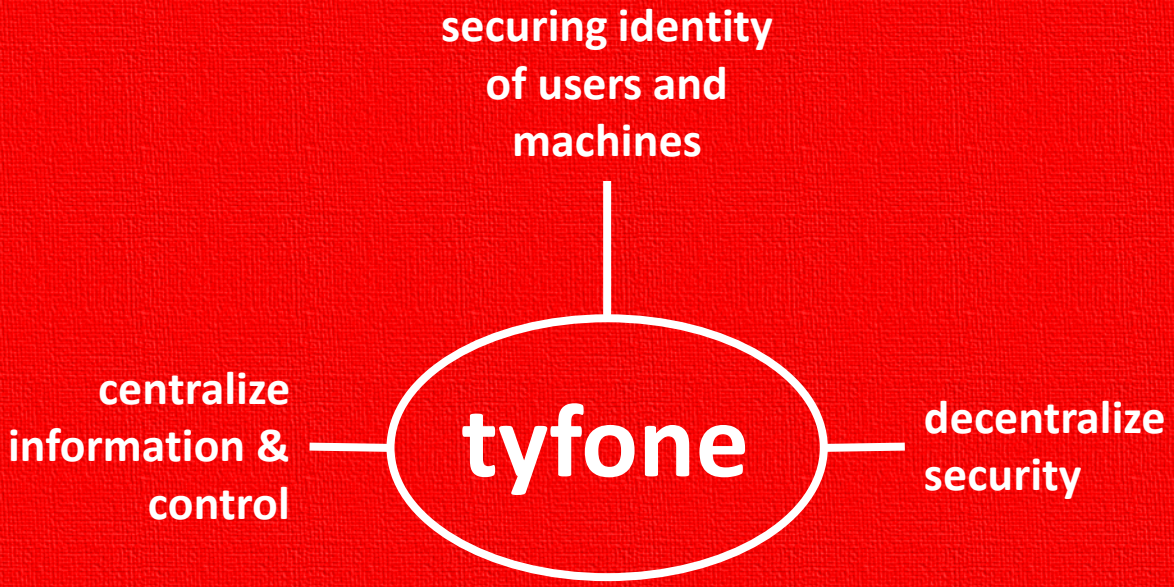


CUSTOMERS	EQUITY HOLDERS
2 of the top 10 CUs	Gen. Petraeus
DoD	iqt.org
EPRI	RPX
JLR	JLR

securing identity
of users and
machines

130+ patents

Disclaimers on opinions expressed:

Personal. Does not represent tyfone/investors/customers

Foundational. Does not imply you do not know it already

Generalized. Therefore there are exceptions

The occupant of cyberspace is digital data

No boundaries

Data can be information, command/control, or identity

You want your data protected

You want only you or someone you authorize to control it

Cybersecurity = Data Protection + Access Control

data protection

Data | Information | Command/Control | Identity

At rest | In transit | **No boundaries**

Protect the data by locking 1s and 0s in a digital lock box — **ENCRYPTION**

You need access to your data. So the lock box has to be unlocked — **DECRYPTION**

NOTE THAT

1) Data protection is only as good as how safe your keys to unlock are
2) Don't let fancy words like homomorphic fool you into thinking otherwise

ASK THESE QUESTIONS

1) **Where are the decryption keys?**
2) **Can these decryption keys be cloned without me knowing?**
   i.e. how do you know it is me?

access control

How do you know it is me

AUTHENTICATION

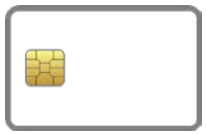
What you know ********* 621940

What you are

VERIFICATION

Tell me something only you know

Centralized or Proxy for centralized And, Cloned

What you have 

Decentralized and unclonable

ASK THESE QUESTIONS

1) Can my identity be cloned in bulk with others?
2) If secure element is used to store my identity how was it programmed? And is that person taking the liability?

Cybersecurity = Data Protection + Access Control

Business trade-off

Cybersecurity ↑

Convenience ↓

Marketing ↑

Regulatory balance

Cybersecurity ↑

Privacy ↑

Liability ↓

Backup slide

TRADITIONAL

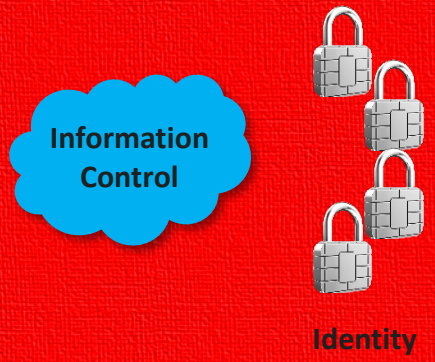
BLOCKCHAIN

CENTRALIZED
CLONABLE ID

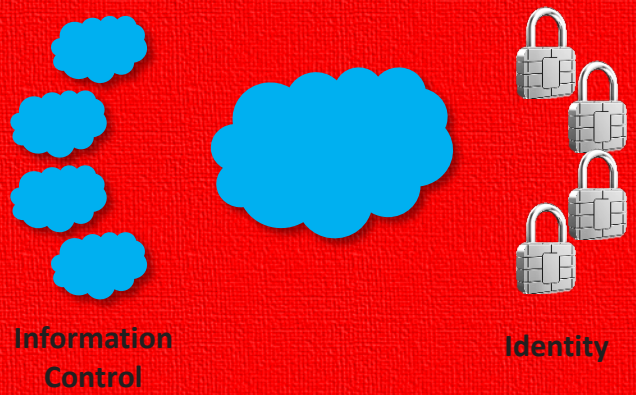
UGLY

BAD

DECENTRALIZED
UNCLOABLE ID



GOOD



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