

The Nugget of Authenticity™

It's the Internet of PEOPLE

Video Script

Video is here:

TAIvideos.com/Nugget-of-Authenticity.html

We all see it, every day.

There IS a way to fix all this – and it might surprise you that it's such a simple concept.

You may have heard of Authenticity, and its claim to provide real security and real privacy. It's true. Here's how it works.

Authenticity simply means REAL PEOPLE -- real human beings who are ACCOUNTABLE for what they do. In times past, in a village of 700 people everyone knew everyone else – so bad behavior had the natural control of personal accountability. But in today's online village of 7 BILLION, we need a new way to achieve personal accountability. ***And we have the technology to do it.***

Imagine all online activity linked to real people, who can remain anonymous during normal activity. But if you're wronged by someone, and get a court order, their identity will be revealed to you. Perpetrators of criminal activity such as human trafficking and bank fraud will also be exposed. Think of the effect individual, personal ACCOUNTABILITY will have on bad behavior.

This combination of anonymity and accountability is called ACCOUNTABLE ANONYMITY™. It's like your car's license plate. You remain anonymous on the road unless there's an incident that requires the need to know your identity.

If you stop right here, you have learned the foundation of Authenticity: **online digital identities linked to real human beings, providing ACCOUNTABILITY for online activity.** Everything else just fills in the details of how that environment is created and managed, and the profound and wide-ranging implications for security and privacy.

Authenticity ***works***, where security technology ***has failed us.***