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## Personas® A new approach to managing online identity and privacy

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In life we each have many faces. We wear different ones throughout the day depending on who we interact with. The way we address, communicate, identify with and behave with people at work is different to how we interact with our friends and family at home. We present the right face, or *Persona* at the right time in the right situation.

The online space lacks the proper tools and technology to facilitate this natural human behaviour. Popular email, social, messenger and personal file management products force us to share the same face to every person in nearly every circumstance - regardless of how *we want* ourselves to be portrayed.

The result is that our identities and personal data are often overshared and our social groups mix beyond our control. We use five or six apps offering similar functionality to accomplish the same online tasks. We're frustrated we can't keep data shared in app groups which get closed without warning. We're angry when businesses contact our friends and passive contacts (we keep at arm's length) befriend our family members. And we're concerned that hackers, agencies - and even the social app companies themselves - are gaining access to our personally identifiable data.

- and only true *data owners* can access their private information, ever.

Octopus Personas® were created to solve this.

### **Born with an Identity. Living with Personas®**

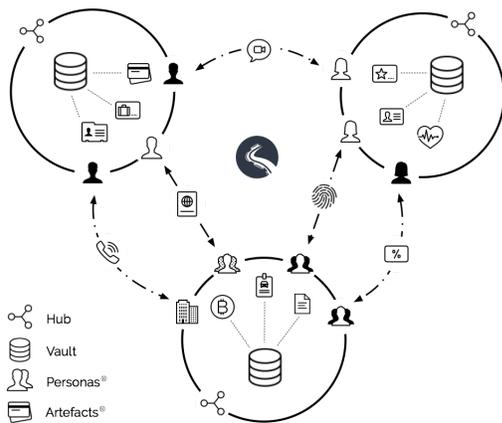
Personas are unique identities used to connect with the unique relationships we have online. They allow people to securely segment the social groups they build for sharing personal information. A family Persona for sharing with close ones. A career Persona for work colleagues. A social Persona for your multiple communities of friends. Any type of Persona for every type of relationship.

Personas allow you to dictate the exact amount of personally identifiable data you wish to share with each relationship - down a single field level. With Personas, people own their own identities - vs organisations

Over time, your Persona-led communities grow as people interact via intuitive and

useful messenger, photo, password, crypto wallet, data management and social media app features. You access Personas to chat with your friends and to share private photos. You can store and own your IDs, manage your passwords and secure your cryptocurrency and other valuable data. You can make encrypted conference calls with colleagues, send your bank details to your partner, archive important files and update gym membership - all the while growing your public and private communities.

You now own your latest medical health details - and then can instantly share them with your doctor right in their office. And integrating the latest native mobile device technology like wallet, biometrics and RFID expands our feature set and improves your secure experience even further. As people's communities grow, the reasons to use Personas grow too.



### Control what you share - finally

Personas finally allow people to take back complete control of their identities and private data. Instead of logging into several disparate apps - where companies can access, profile, harvest and possibly sell on your data - our users

open encrypted Hubs only they can access. People now acquire, manage, control, share and socialise their data better than they ever have before. And when people own their own data, both the quantity and quality of what they keep increases - versus the data that's simply thrown away.

It's true such companies may (possibly non-compliantly) hold older versions of our personally identifiable data. But because the individual will have the most up-to-date and relevant version of it, they also have the most *valuable* version.

However, the value of Personas extends far beyond this. And it's the innovative services and disruptive opportunities they will facilitate - of which people are yet aware of - that we think are *really* exciting.

### Digitally signed Artefacts®

Uniquely, data is exchanged via Octopus Personas as digital Artefacts®. These are digitally signed, encrypted and legally verifiable collections of information organically created when storing data. ID, Personal docs, messages, deeds, medical, banking details, contracts, certifications, media, photos, legal docs. All your data is automatically converted into digital Artefacts. And we can now consolidate multiple separate Artefacts into a single one. For example, users can merge a ownership deed, a mortgage approval and online survey into a Home Artefact. It's the digital signature that makes Artefacts legally verifiable - and it's the encryption that keeps them secure.

Personas are also essential for helping to keep all identity and data private. An obsession for security and leading

encryption technology resulted in us building out linked-data distributed vaults - which disperses and anonymises your data. This means a million Vaults for a million customers - not one database for millions of users.

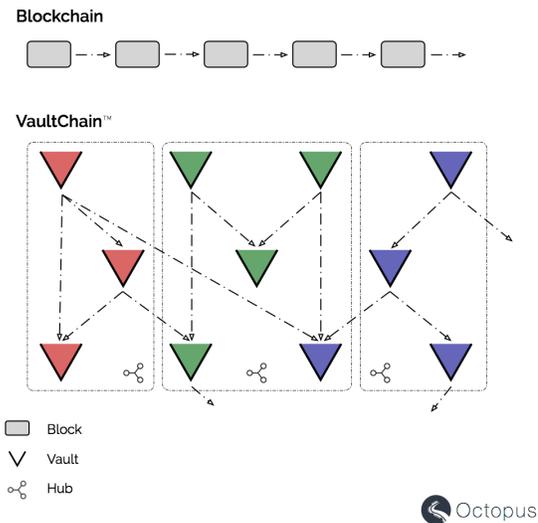
Field-level, browser based, peer-to-peer and data-at-rest encryption, plus anonymous authentication, and no admin access ensures internal breaches and external hacks are impossible. No user's identity or other private data is ever exposed during any onboarding, Artefact creation, sharing, messaging, connecting or any other Hub activity.

### **VaultChain® - Anonymity, encryption and security**

Your Personas themselves are fully encrypted too, and actually part of the chain-link of open, adaptive, flexible data vaults known as a VaultChain. VaultChain enables real-time updates across all vaults where data can be added, changed, archived, revoked, deleted and verified by the user. Unlike other encryption systems such as Blockchain, users can manipulate and move data in several directions across this chain of vaults. Data can include all types of digital Artefacts - not just micropayments or crypto-currency currently used in existing encryption models.

VaultChain® was built with the view that users should trust other people, the author of the data - and not just the transaction, the data or any block that holds it. Our Artefacts can actually go into Blockchain and other encryption systems (and vice versa). But unlike VaultChain, these systems have limitations as to what real consumer and

business products and services can be built upon them. And unlike these systems, all VaultChain data is compliant because users can erase, revoke and control who has access to it - at any time. The distributed nature of VaultChain ensures *nothing* will ever accidentally reveal a user's data or their identity.



In the very near future you'll exchange these Artefacts for other Artefacts via VaultChain - representing *real* items that other people are buying and selling in a digital marketplace. Crucially, this approach keeps everyone 100% anonymous throughout the entire exchange process, whilst still being able to verify buyers and sellers.

### **Decentralised E2C ecosystem**

Above all, Persona-based connections will finally unite user owned encrypted data management and Enterprise Personal Information data compliance silos.

Today, more and more people use secret

sharing messengers and encrypted storage attempting to keep their identity and data private. Meanwhile, enterprise spends billions creating secure encrypted systems for customer account self-management - in a costly, cumbersome attempt to avoid hacks and to meet data compliance legislation.

Octopus Personas unifies and redefines these detached, siloed ecosystems as enterprise and customers build their own feature-rich hubs to freely share digital Artefacts via the Personas they connect with. Personas give both parties

complete and compliant control of their data at a field level, allowing customers to manage what and how much the enterprise can interact with them. Enterprises themselves can finally create a true one-to-one connection with customers - and people will finally be willing to have *real* social relationships with the companies and brands they value.

**Octopus.sh - Unlimited Personas® for unlimited opportunities**