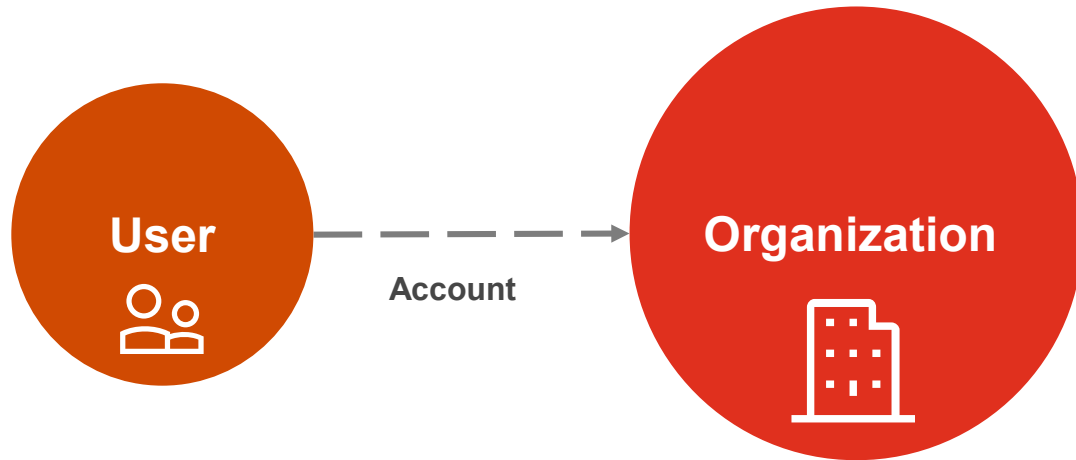


Model 1: Traditional Centralized Model



In this model, trust between you and the organization is typically established through the use of **shared secrets**, username and a password. Sometimes shared secrets are augmented with additional factors such as physical tokens or biometrics.

Traditional, “**centralized**” identity is the **simplest** of the models: an organization issues to users (or allows to create) a **digital credential** (account) that users can use to **access** its service.

At least some users’ personal data is stored within the organization’s “**database**”, and it happens for every organization, app, or website you log into. As a result, this model requires you to **create** and manage **separate credentials** for **each relationship**.