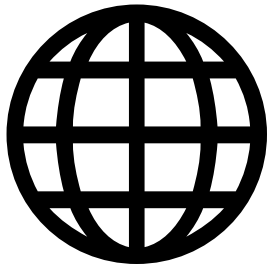# PwC and Self Sovereign Identity

Along with the **continuous digitalization** occurring in the world, **technological** innovation has made the Self Sovereign concept possible, with the aim of a **user-centric approach to digital identity**…

PwC Italy, through its **Blockchain Competence Center**, is **currently experimenting** the Self Sovereign approach with **great interest** and hopes, by getting "**hands-on**" with Blockchain technology, with its **team of expert Blockchain and DLT developers and analysts**, in order to make Self Sovereign Identity real, touchable and usable by **anyone on earth**.

…the time for Self Sovereign Identity has come…