

Inherently Safe Digital Identity | October 2024

## Trust & Privacy on Mastodon

People Love The "Mastodon Way" Of Verify; It Works For Everybody, Members Trust Themselves —There's No Review Or Authority Involved, However, We Can Improve It.

Mastodon prioritizes privacy without centralized authority, leveraging digital property validation—a proven method for building trust. TruAnon extends and simplifies this by creating a universally accessible trust system.

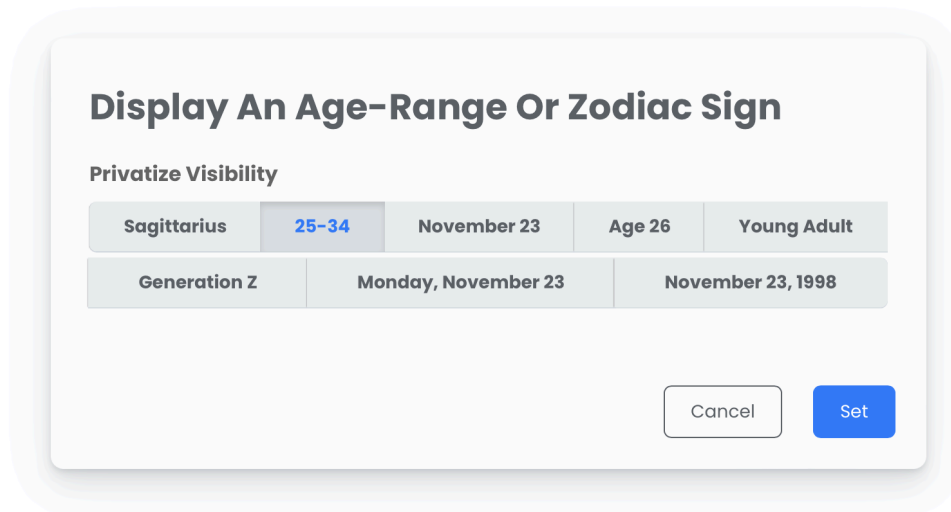


Members verify a variety of websites, blogs and social media they control, linking

their profiles as owners of these properties to establish the history of activity and identity they wish to present for others to see and share.

Critically, the majority of digital identity properties—such as social sites and blogs—lack the capability for the HTML editing required for Mastodon's manual process. This makes credibility inaccessible for most users, reserving meaningful identity confidence for more technically sophisticated individuals.

TruAnon's decentralized, privacy-preserving identity system allows a simple, user-driven validation by anchoring identity to verified digital properties and reflecting this confidence in a tabulated rank and score other people can trust.



**Display An Age-Range Or Zodiac Sign**

Privatize Visibility

Sagittarius	25-34	November 23	Age 26	Young Adult
Generation Z	Monday, November 23	November 23, 1998		

Cancel Set

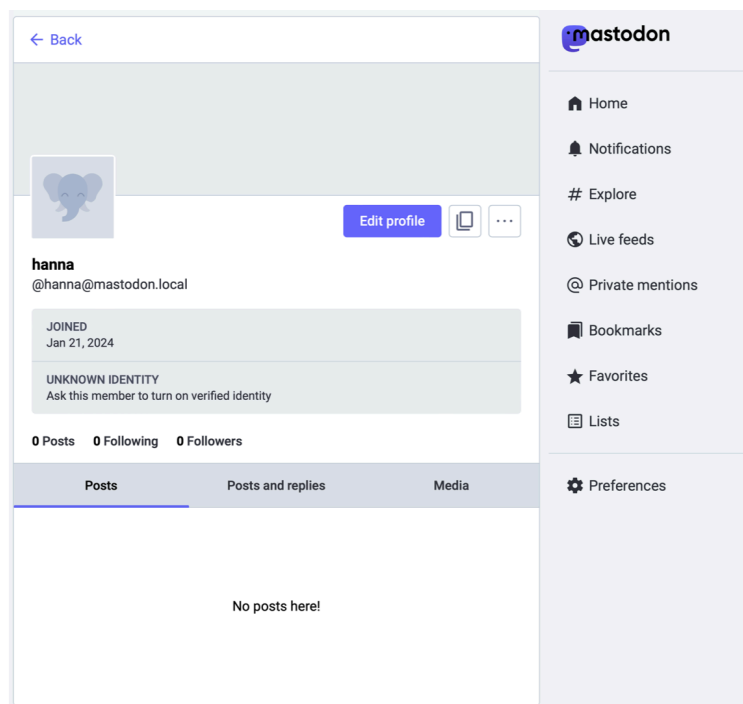
Privatization features fit seamlessly into Mastodon's ActivityPub Protocol and federated ecosystem, *providing scalable cross-instance trust while protecting the reputation of users and the community*. You decide how others view and share your identity and this is a benefit to everyone, compared to a loss of privacy and being subject to review inherent in traditional solutions.

## A Simple User Journey

When people want to build trust, they naturally edit their profile and this is where the greatest amplifier of your profile exists, *turning on Verified identity* and presenting continuous, validated properties you want others to see.

New members start with an “**Unknown**” status, which encourages them to verify their identity to gain trust.

Transparency  
Being ‘**Unknown**’  
promotes interaction

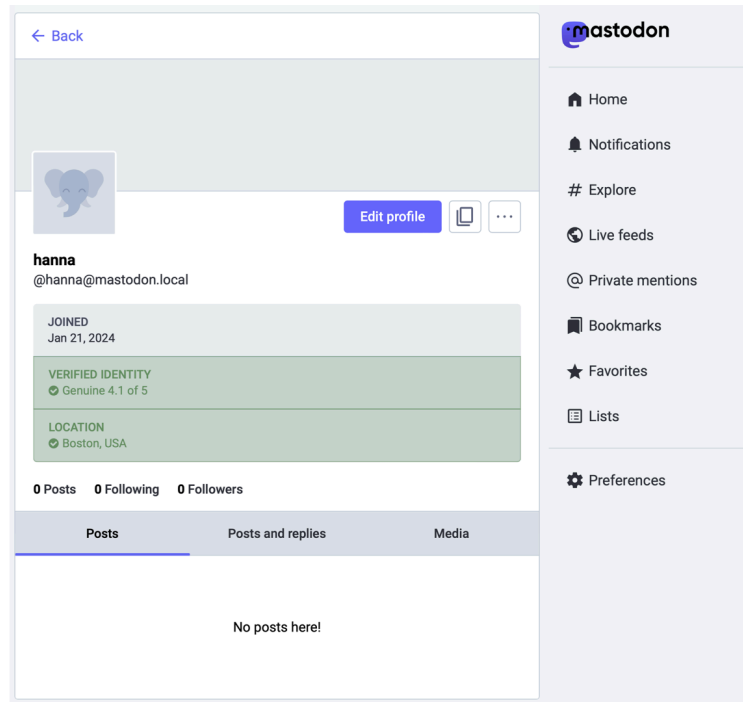


A user can now attain **Credible** confidence, or remain **Unknown** which can lead to lack of trust and being filtered or ignored by the community. Any legitimate member

would benefit from assigning ownership since there is no loss of privacy involved:

## Visibility

Privacy is your choice  
knowing your rank/score  
make you visibly trusted

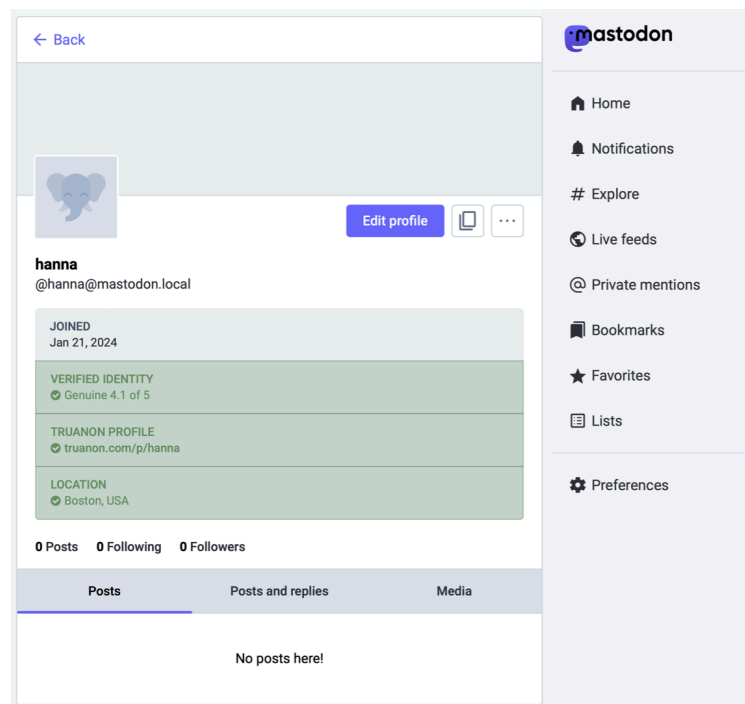


Your rank and score make certain you are trusted without requirement to display properties used to boost this score. This confidence is useful on any profile or post. It provides a confidential approach that still offers validated context others can use and rely on.

Finally, it's easy to showcase your history of expertise and in a public setting, this is often most helpful.

## Trust

Your public profile is a  
showcase of things  
others to know you by

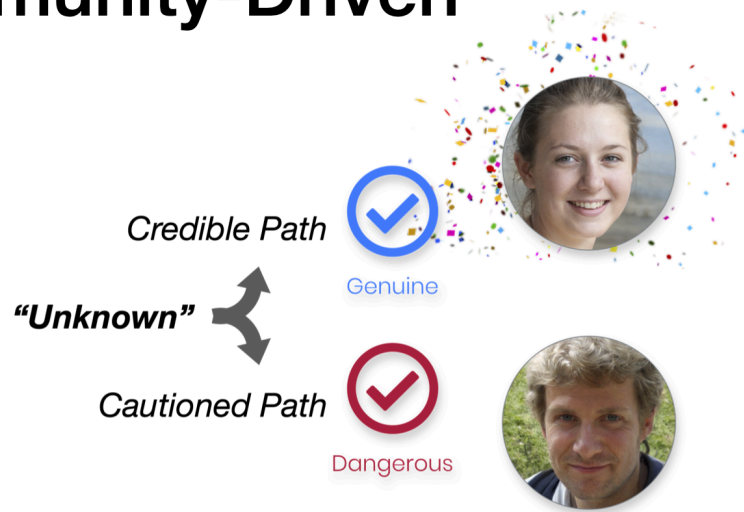


By presenting your identity profile, anyone can review and explore the public properties you share. This creates two distinct user journeys: one for credible individuals, who naturally enhance their credibility over time—if being *Credible* has value, being even more so must be even more valuable. These members share the benefits with other trusted badge wearing members.

The other path is for those presenting forged or stolen properties. Threat actors face increased risk of exposure with each step and stand to lose all their properties once detected. Each property can only have one owner, rendering them permanently unavailable thereafter.

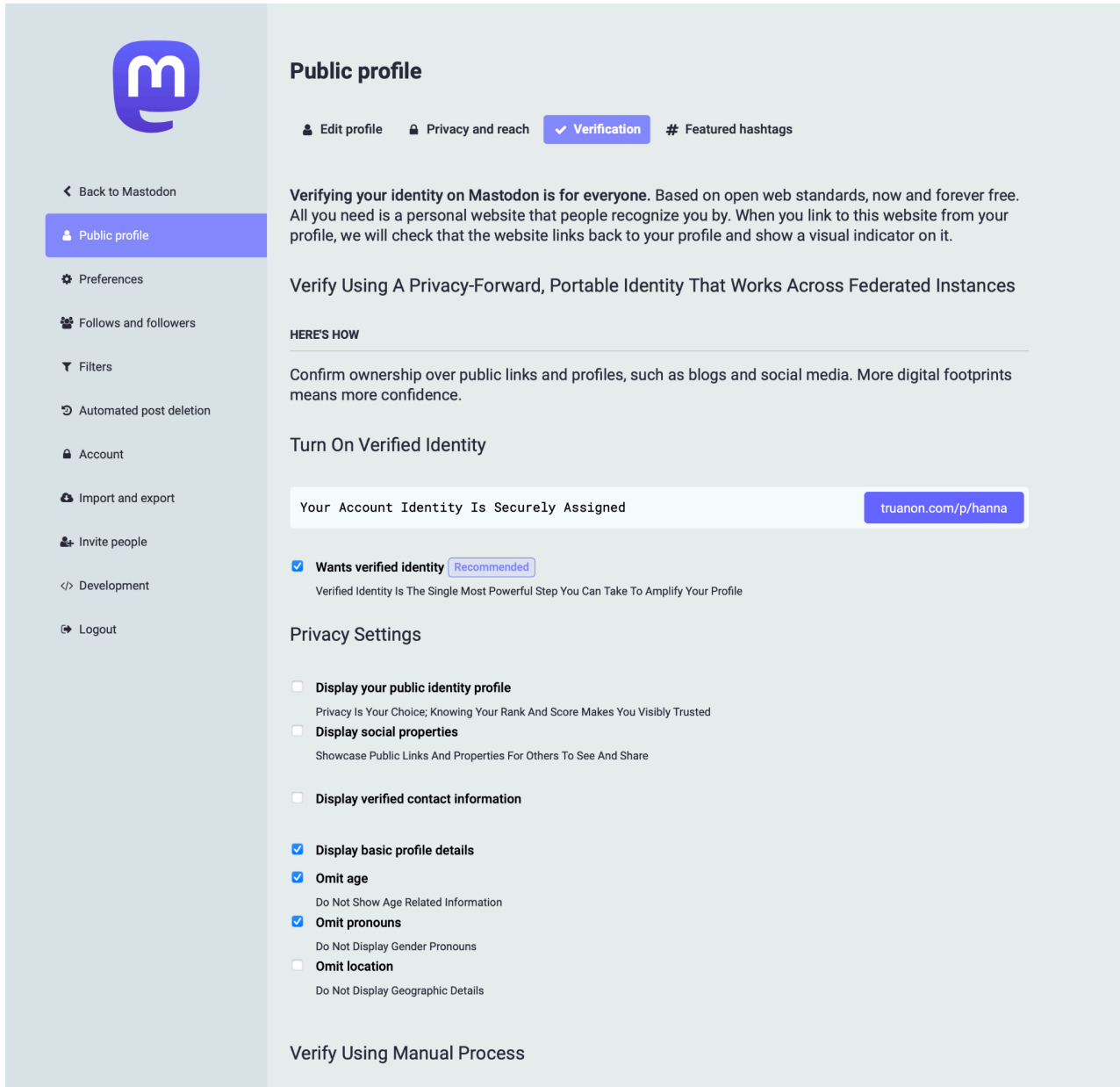
## Community-Driven

- Credible folks enjoy greater value
- Threat Actors fear greater risk



This user-journey is inevitable because threat actors can only struggle to attain a **Cautioned** status and this falls to **Dangerous** immediately after abandoning a fruitless effort. They face decreasing confidence with increasing audience oversight and likelihood of detection.

For regular folks, the process could not be more simple. Editing your profile reveals a switch to turn on or off identity and to control details of confidentiality the platform wants to offer. **Credible** but pseudonymous profiles and even posts are now available and a singular portable identity is easily used across whatever server instances any user wishes to engage.



The screenshot shows the Mastodon web interface. On the left is a sidebar with the Mastodon 'm' logo and navigation links: 'Back to Mastodon', 'Public profile' (highlighted), 'Preferences', 'Follows and followers', 'Filters', 'Automated post deletion', 'Account', 'Import and export', 'Invite people', 'Development', and 'Logout'. The main content area is titled 'Public profile' and includes tabs for 'Edit profile', 'Privacy and reach', 'Verification' (active), and 'Featured hashtags'. A text block explains that verifying identity on Mastodon is free and based on open web standards, requiring a personal website link. Below this, a heading reads 'Verify Using A Privacy-Forward, Portable Identity That Works Across Federated Instances'. A section titled 'HERE'S HOW' contains a paragraph about confirming ownership over public links. A 'Turn On Verified Identity' section features a message: 'Your Account Identity Is Securely Assigned' with a button linking to 'truanon.com/p/hanna'. A checkbox 'Wants verified identity' is checked and labeled 'Recommended', with a sub-note: 'Verified Identity Is The Single Most Powerful Step You Can Take To Amplify Your Profile'. The 'Privacy Settings' section lists several options: 'Display your public identity profile' (unchecked), 'Display social properties' (unchecked), 'Display verified contact information' (unchecked), 'Display basic profile details' (checked), 'Omit age' (checked), 'Omit pronouns' (checked), and 'Omit location' (unchecked). At the bottom, a link for 'Verify Using Manual Process' is visible.

This approach securely assigns an owner, only once. Controls for display and privacy are created by the platform to help people showcase their identity however they prefer.

## A Tool for Federated Identity

TruAnon avoids private documents like government-issued IDs, which are susceptible to theft and misuse. Instead, it validates identity confidence *through publicly verifiable means*, aligning with Mastodon's focus on privacy and decentralized control.

By linking a privatized Mastodon profile to a **Credible** rank and score, TruAnon builds trust across federated instances without exposing personal information. Users retain privacy, even pseudonymity while ensuring traceability, preventing the spread of fake or manipulated accounts.

TruAnon's model is continuous, decentralized, and accessible to all. Acting as a neutral tool—not a central authority—it empowers Mastodon instances to offer user-controlled identity, enhancing transparency and trust without compromising privacy.

## Separation of Identity from Account

TruAnon separates identity from accounts, ensuring neutrality and trust. This prevents Mastodon instances from becoming identity authorities while supporting decentralization with a portable, verifiable identity.

By treating identity confidence as a process—not an authority—TruAnon provides an unbiased, transparent framework. It safeguards trust and reputation with a visible confidence rank and score that works across federated instances.