

360WiSE®

EXTERNAL CREDIBILITY INFRASTRUCTURE

INSTITUTIONAL DOCUMENTATION REGISTRY · PUBLISHED SPECIFICATION

Institutional *Framework*

The External Credibility Infrastructure Layer – its operating boundary, verification methodology, and the limits of what it claims.

DOCUMENT ID	VERSION	PUBLISHED	REGISTER
W360-IF-001	1.0.0	2026-02-22	Principal

ABSTRACT

360WiSE® operates as an External Credibility Infrastructure Layer: a neutral, third-party system that verifies an entity's identity, ownership, continuity, and public footprint, and publishes the result as a structured, machine-readable record. This document sets out the institutional framework governing that operation. Its central principle is a separation of roles – 360WiSE® verifies and publishes; external systems may recognize the published record on their own terms, if and when they do.

01 The Resolution Problem

Increasingly, an entity is described by an automated system before it is ever encountered by a person. Search features, assistants, and language models summarize organizations, individuals, and works in response to a query, drawing on whatever the open web makes available at that moment.

Where the available record is thin, fragmented, or contested, these systems do not abstain. They reconcile the gap themselves – merging similarly named entities, inferring absent facts, or averaging conflicting sources into a single confident answer. The outcome is an account of the entity that the entity did not author and cannot readily correct.

This is a problem of **resolution**: the system cannot reliably determine which record is authoritative, which entity is which, and which source legitimately speaks for the subject. 360WiSE® addresses this problem at the level of infrastructure rather than persuasion – by making a verified, machine-readable record available where systems look.

02 The 360WiSE® Framework

The 360WiSE® Framework is an External Credibility Infrastructure Layer. It operates beneath the application layer of automated systems, providing a verified identity and authority record that those systems may resolve against.

It is defined as much by what it is not. It is not optimization, and it does not act on any ranking or model. It is not a content or publicity service. It is not a guarantee of placement, citation, or visibility in any system. It is infrastructure – a durable, neutral, standards-based layer whose value lies in being readable, resolvable, and the same everywhere.

The framework is published as a **specification** – 360WiSE®'s own versioned, documented criteria (CIS-1.0). A specification is not an industry or regulatory standard; it makes no claim to govern parties beyond 360WiSE® itself, and it confers no legal or regulatory status.

03 The Operating Boundary

The framework is governed by a strict separation of roles. Each layer performs one function and claims no other. This boundary is the framework’s central discipline: it is what keeps verification meaningful and prevents any layer from asserting authority it does not hold.

The verifier is 360WiSE®. The recognizer may be anyone.

360WISE® <i>Verifies</i>	REGISTRY <i>Publishes</i>	MASSMEDIAHUB™ <i>Distributes</i>	EXTERNAL SYSTEMS Recognize
-----------------------------	------------------------------	-------------------------------------	--------------------------------------

360WiSE® verifies. The Registry publishes the verified record in machine-readable form. MassMediaHub™ distributes it. External systems – search features, assistants, and models – may recognize the record independently, on their own terms. 360WiSE® does not verify on behalf of any external system, and it does not cause, instruct, or guarantee recognition by any of them.

04 Verification Methodology

Verification establishes that an entity’s presented identity aligns with what can be independently confirmed. The inspection covers four dimensions:

- **Identity** – that the entity is who it presents itself to be.
- **Ownership** – that the entity controls the properties, channels, and marks it claims.
- **Continuity** – that the entity has a consistent, traceable record over time.
- **Public footprint** – that the entity’s presented footprint corresponds to its observable one.

Verification is **earned by passing the inspection, never purchased**. A subscription provides access to the infrastructure; it does not confer or substitute for verification. The criteria are published and versioned so that any reader can examine the basis on which a record was issued.

05 The Operating Layers

The framework functions through three interlocking operating layers, each addressing a distinct dimension of the protocol.

SiUtility™ IDENTITY FOUNDATION

The substrate layer. Assigns each verified entity a permanent, machine-readable identifier and a canonical resolution endpoint. Every other layer operates on top of it.

AI Authority Stack™ SIGNAL ARCHITECTURE

The signal layer. Produces structured authority context – JSON-LD and sameAs identity graphs – built on open standards that automated systems are independently designed to ingest.

AI Authority Index™ POSITION MEASUREMENT

The measurement layer. Produces a transparent, third-party reading of cross-system recognition and identity-graph continuity – observed and dated, never asserted in advance.

06 Neutrality & Separability

Infrastructure must be neutral to be trusted at scale. 360WiSE® is third-party operated: independent of the entities it verifies and independent of the systems that consume its signals.

The verified record is **separable** – resolvable on its own, independent of any single platform, and built on open standards (Schema.org, JSON-LD, sameAs) rather than proprietary formats. Separability is what makes the framework infrastructure rather than a feature of any one product. A 360WiSE® record is valid on its own terms; it requires no permission from any search engine, model, or platform to remain true.

07 Recognition

Recognition by any external system is **observed and dated, never promised**. The framework records where and when recognition is observed; it does not represent that any system will, must, or currently does recognize a record, and the validity of a verification never depends on such recognition.

This is a deliberate limit. A record's authority comes from the integrity of its verification, not from any third party's treatment of it. Recognition, where it occurs, is reported as evidence – not claimed as a guarantee.

08 Scope & Limitations

- **Signal augmentation only.** The framework publishes verified records; it does not manipulate ranking, model behavior, or any system's output.
 - **No data harvesting.** Verification operates on the entity's own presented and observable information.
 - **Not a regulatory or compliance certification.** A 360WiSE® record confers no legal, regulatory, or governmental status.
 - **No guarantee of visibility.** The framework makes a record available and readable; it does not promise citation, placement, or recognition in any system.
-

DOCUMENT CONTROL

DOCUMENT ID	VERSION	PUBLISHED	PUBLISHER	OFFICE OF RECORD
W360-IF-001	1.0.0	2026-02-22	360WiSE®	Miami, Florida, USA

INTEGRITY. This document is published with a SHA-256 digest at 360wise.com/whitepapers/. To confirm the file you hold is the file 360WiSE® published – unaltered – compute its SHA-256 and compare it to the published digest. Verify it yourself.

360WISE® · REGISTERED USPTO & WIPO MADRID REG №1553140 · SIUTILITY™ · AI AUTHORITY STACK™ · AI AUTHORITY INDEX™ ARE MARKS OF 360WISE®