

Humans do not have a primary key.

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"It's more of a comment..."



"It's more of a comment..."



stupidly-cheap-aluminum-siding.ninja

```
CREATE TABLE customers (  
    id SERIAL PRIMARY KEY,  
    christian_name VARCHAR(30) NOT NULL,  
    last_name VARCHAR(30) NOT NULL,  
    maiden_name VARCHAR(30)  
);
```

DIV
ELITE


```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    christian_name VARCHAR(30) NOT NULL,  
    last_name VARCHAR(30) NOT NULL,  
    maiden_name VARCHAR(30)  
);
```

```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    christian_name VARCHAR(30) NOT NULL,  
    last_name VARCHAR(30) NOT NULL  
);
```

```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    first_name VARCHAR(30) NOT NULL,  
    last_name VARCHAR(30) NOT NULL  
);
```

```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    first_name VARCHAR(30) NOT NULL,  
    middle_initial VARCHAR(1) NOT NULL,  
    last_name VARCHAR(30) NOT NULL  
);
```

STOP

**Do not proceed
beyond this point
until instructed
by the Guard**





毛泽东

Mao Zedong



毛泽东

Mao Zedong



毛泽东

Mao Zedong



毛泽东

Mao **Z**edong



Tarr Béla



Tarr Béla



Tarr Béla



Tony Blair



Kálvin János



“first name”
“middle name”
“last name”

~~**“first name”**
“middle name”
“last name”~~

Fine.

```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    given_name VARCHAR(30) NOT NULL,  
    family_name VARCHAR(30) NOT NULL  
);
```



Jóhanna Sigurðardóttir



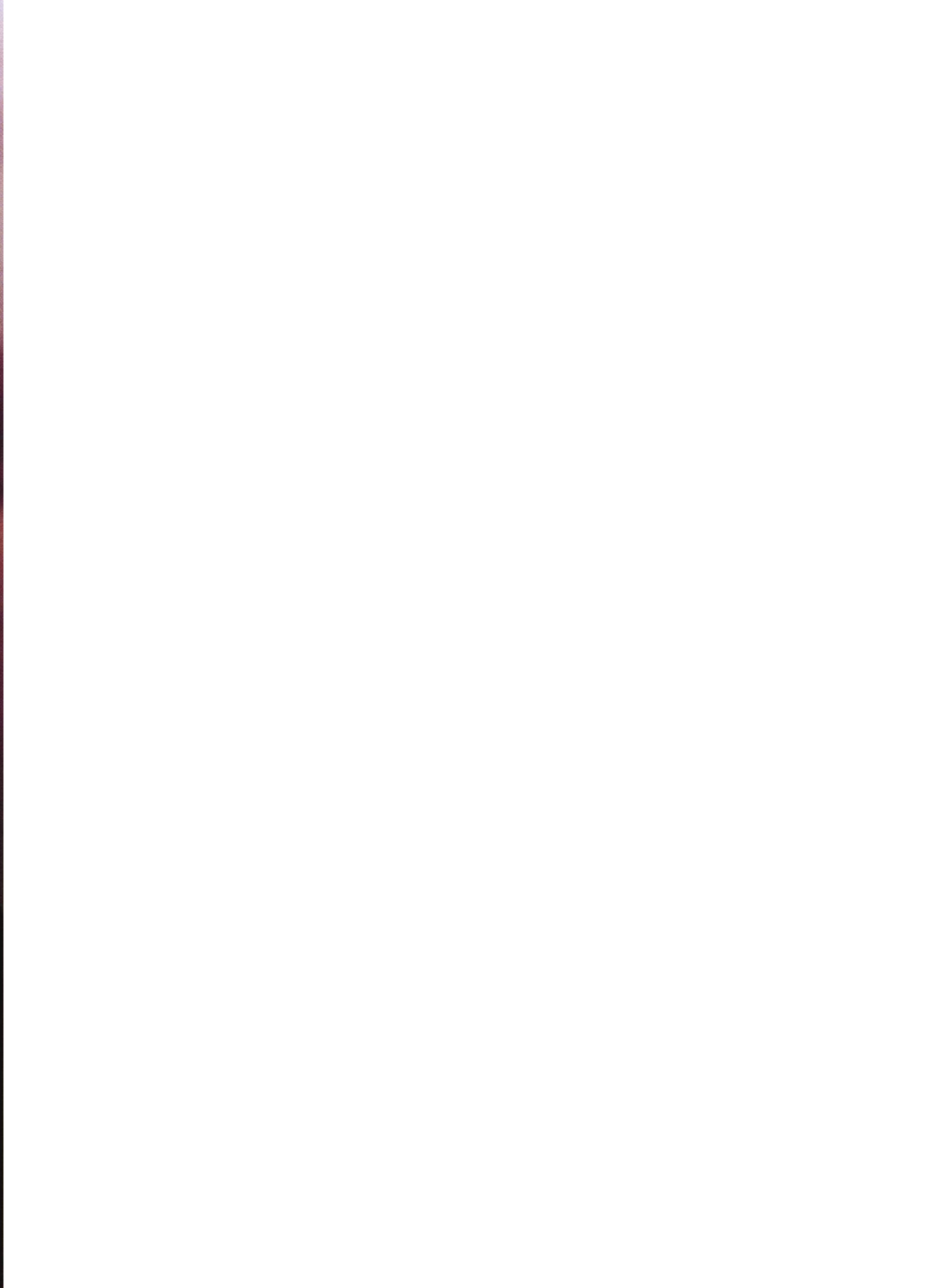
Jóhanna Sigurðardóttir



Jóhanna Sigurðardóttir

Fine.


```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    given_name VARCHAR(30) NOT NULL,  
    other_name VARCHAR(30) NOT NULL  
);
```





Suharto

Fine.

```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    given_name VARCHAR(30) NOT NULL,  
    other_name VARCHAR(30) NOT NULL  
        DEFAULT ''  
);
```



Federico García Lorca



Federico García Lorca



António Luís Santos da Costa



António Luís Santos da **Costa**

“Given” name?



Madonna



Cher



Claw

Fine.

```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    name VARCHAR(30) NOT NULL  
);
```





Felipe Juan Pablo Alfonso de Todos los Santos de Borbón y Grecia



(That's 64 characters.)

Fi **ne** .

```
CREATE TABLE customers (  
    id BIGSERIAL PRIMARY KEY,  
    name TEXT NOT NULL  
);
```

```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    name TEXT NOT NULL  
);
```

Dear Felipe Grecia,

We have a great promotion going on for aluminum siding!

Spain declares war.



← **King of Spain.**


```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    title VARCHAR(4) NOT NULL,  
    name TEXT NOT NULL  
);
```

✓ Mr

Mrs

Miss



Mr

Mrs

Miss

Ms

Please select

✓ Mr

Mrs

Miss

Ms

Mstr

Capt

Prof

Dr

Dame

Lady

Lord

The Rt Hon

Rabbi

Rev

Sir

Baroness

Baron

Viscount

Viscountess

Title

✓ Please select

Dr. Mr.

Dr. Mrs.

Dr. Ms.

Mr.

Mr. Prof.

Mr. Prof. Dr.

Mrs.

Mrs. Prof.

Mrs. Prof. Dr.

Ms.



“Your Majesty.”

```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    title VARCHAR(30) NOT NULL,  
    name TEXT NOT NULL  
);
```

Dear Your Majesty Felipe Juan Pablo Alfonso de Todos los Santos de Borbón y Grecia,

We have a great promotion going on for aluminum siding!

Why?

“What should we call you?”

```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL  
);
```

Hi, Your Majesty,

We have a great promotion going on for aluminum siding!

Medial caps.

Whitespace.

Non-alphabetic characters.

<https://www.w3.org/International/questions/qa-personal-names>

Yay!



100% Electronic
MasterCard
Electronic

MasterCard

VISA
Electron

AS



VISA

MasterCard

MasterCard

VISA



VISA

VISA

10000
YEAR
113
511
601

10000
YEAR
113
511
601

10000
YEAR
113
511
601

2.1 Required Fields (Credit and Debit)

The following sections define most of the fields required for credit and debit transactions.

FirstName	The cardholder's first name.
LastName	The cardholder's last name.

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Brand Expansion!

Kitchen Gadgets

Kitchen Gadgets

Power Tools

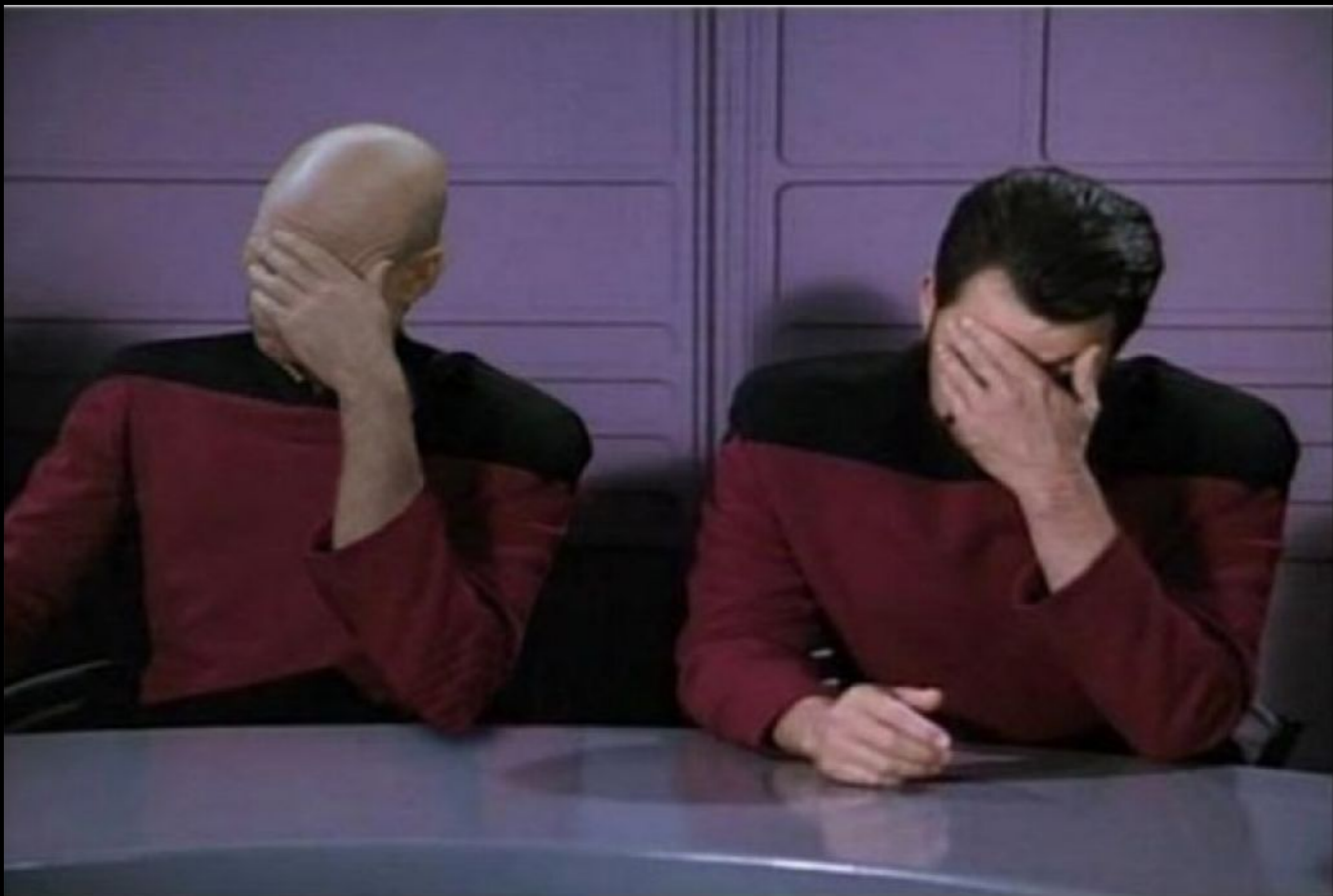
Kitchen Gadgets

Power Tools

```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    gender CHAR(1) NOT NULL  
);
```


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```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    gender CHAR(1) NOT NULL,  
    CHECK (gender IN ('M', 'F'))  
);
```



```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    gender CHAR(1) NOT NULL,  
    CHECK (gender IN ('M', 'F', 'O'))  
);
```

STOP

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Why?

**Curiosity is not
a good enough
reason.**

**“Marketing Analytics”
is another name for
“curiosity.”**

<http://linuxmafia.com/kb/Essays/marriage.html>

Family Plans for Aluminum Siding!

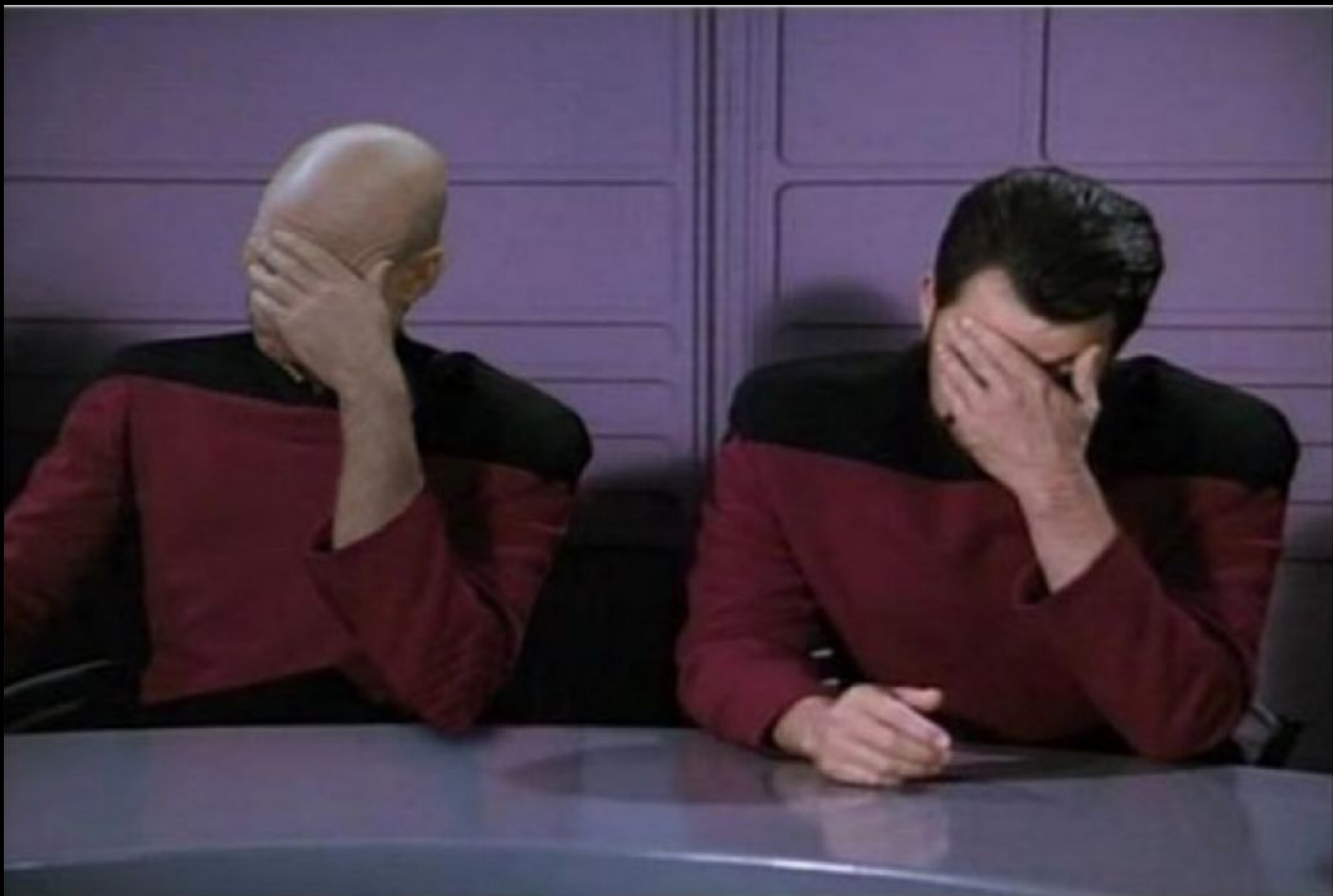


The Advertising Archives

```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    father UUID  
        REFERENCES customer(id) NOT NULL,  
    mother UUID  
        REFERENCES customer(id) NOT NULL  
);
```

DIV
ELITE

```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    father UUID  
        REFERENCES customer(id),  
    mother UUID  
        REFERENCES customer(id)  
);
```



```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    parent_1 UUID  
        REFERENCES customer(id),  
    parent_2 UUID  
        REFERENCES customer(id)  
);
```



```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    parent_1 UUID  
        REFERENCES customer(id),  
    parent_2 UUID  
        REFERENCES customer(id),  
    parent_3 UUID  
        REFERENCES customer(id)  
);
```

```
CREATE TABLE relationships (  
    from_customer UUID NOT NULL  
        REFERENCES customer(id),  
    to_customer UUID NOT NULL  
        REFERENCES customer(id),  
    relationship_type VARCHAR(30)  
        NOT NULL  
);
```

```
CREATE TABLE relationships (  
    from_customer UUID NOT NULL  
        REFERENCES customer(id),  
    to_customer UUID NOT NULL  
        REFERENCES customer(id),  
    relationship_type VARCHAR(30)  
        NOT NULL,  
    relationship_duration tstzrange  
        NOT NULL  
);
```

STOP

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Why?

Hi, Your Majesty,

Happy birthday! We have a 20% off coupon on aluminum siding, kitchen gadgets, and power tools just for your 49th special day...

```
CREATE TABLE customers (  
    id UUID PRIMARY KEY,  
    call_me TEXT NOT NULL,  
    dob DATE NOT NULL  
);
```


Why?

We need some more information

We take the security of your data very seriously. To help protect your data, we require you to confirm some additional details.

Please enter your date of birth to continue

* **Date of birth**

Day

Month

YYYY

[< Home](#)

[Continue](#)

STOP

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Hi,

We are the social network that will help you organize your entire family's life, including appointments, doctor visits, prescriptions...

Enter your child's prescriptions here:

STOP

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Directive 95/46/EC



GDPR

Why?



**Personal experience
is worthless.**

Under-model.

Under-collect.

Over-communicate.

Focus on the core need.

Thank you!

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PGX

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