Theories of personal identity tell us, among other things, what it takes for us to persist in time. Many authors believe that we need a theory of personal identity in order to justify certain identity-related practical concerns, such as responsibility, self-concern, survival and compensation. Some authors, however, take personal identity to be a subjective construct, emerging from people’s tendency to identify with certain experiences and actions while rejecting others. I will call such theories "subjective", as, according to them, personal identity is a product of subjective attitudes of an agent. In my talk, I will assess to what extent such theories can serve as legitimate justification of identity-related practical concerns and I will express doubts whether they deserve to be called "identity" theories at all.