A Legal Framework for Private Agreements in Digital Relationships

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Respectful technology is better for both Me-s and B-s.
Market creation through measurement & consumer awareness

Market

Demand

Awareness

Me2B Certification
Me2B Manifesto

- **I’m in charge** | I’m in charge of my Me2B Relationship with product and service providers. I’m in charge of all information about me.

- **We play nice** | We agree to play nice, according to the Rules of Engagement. Doing so is a win/win—it builds trust and deepens the value of our Me2B Relationship.

- **We assert our rights** | No using collecting, storing, sharing, computing or deriving information about me without a Me2B Relationship.
• **Freedom** | We agree not to coerce or manipulate each other.
• **Respect of Boundaries** | We agree to respect each other’s personal boundaries.
• **Respectful Defaults** | In the absence of stated preferences, we default to the most conservative behavior.
• **Fairness & Non-exploitation** | We agree to treat each other fairly and not exploit things that are shared.
• **Good Communication** | We agree to be forthright, honest and clear in our communication.
• **Non-Harming** | We agree not to willfully harm one another.
• **Problem Solving** | We agree to respectful, collaborative and fair problem solving methods.
Connected technology: an inseparable extension of the person or organization who uses it.
Rights

Duties

Me

B
Exercising Digital Rights

- Policy & Regulation
- Private Agreements
  - Notice and choice ("consent")
  - Contract
  - License
We’re mainly interested in agreements related to information sharing.
We’re also interested in empowering people to grant data use rights to vendors.
Because currently, the individual can only agree to what the vendor offers or walk away.
Private Agreement Lifecycle in Stages

1. Agreement Establishment & Management
2. Agreement Auditing
3. Agreement Enforcement
4. Dispute Resolution
We’re interested in technology-facilitation of the lifecycle of the process to empower people.
Agreement Establishment & Management
Creative Commons 3-layer license model
- Machine Readable Personal Privacy Terms
- Defining an interoperable specification for user preferred machine readable privacy terms.
- Information Sharing agreement ala ISO International Standardized Profile
  Profile “generator”
  Extensible baseline schema
Agreement Auditing
Kantara Initiative

- Information Sharing Interoperability WG
- Personal Data Use Record Framework
What’s Next
Private Agreement
Legal Framework
Task Force

▪ Refine & consensus on lifecycle model
▪ Landscape inventory for work for stage
▪ Digital Rights aligned requirements for each stage