Toward a Vocabulary to Describe Me2B Relationships in the Digital World

12/15/20

W3C Credentials CG
The mission of the W3C Credentials Community Group is to explore the creation, storage, presentation, verification, and user control of credentials.
The Me2B Alliance & Ethical Foundation

Me2B Relationships in the Digital World

The Me2B Relationship Lifecycle, Me2B Commitments & Me2B Deals

Me2B & Credentials
Our Ethos

Respectful technology is better for both Me-s and B-s.
Our Mission

Growing the availability of respectful technology choices through measurement and awareness for a safe and just digital world.
Market creation through measurement & consumer awareness

Market

Demand

Awareness

Me2B Certification
We’re like an independent crash testing institute for connected technology.
Our ethical north star: behaviors of healthy human relationships.
Me2B
Rules of Engagement

- **Freedom**
  We agree to not coerce or manipulate each other.

- **Respect of Boundaries**
  We agree to respect each other's personal boundaries, including...

- **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 to not willfully harm one another.

- **Problem Solving & Accountability**
  We agree to respectful, collaborative, and fair problem solving methods.
The Me-Manifesto (new)

• **We assert our rights** | No using, collecting, storing, sharing, computing or deriving information about me without a Me2B "Marriage".

• **I’m in charge** | I’m in charge of my Me2B Commitments with products and services.

• **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.
* It’s Really “We”

- The Me2B ethos isn’t individualistic.
- It recognizes our interdependence Worldwide Web of Wellbeing (W4C?)
- Healthy societies need respectful relationships at all levels
- Including a planetary level
  We must also respect our planet
Me2B Relationships in the Digital World
Me2B Relationship in the Digital World

- The deliberate relationship I have with a business as experienced through *multiple touchpoints*:
  - Interaction with the **business**
    - Required legal agreement establishment and maintenance
    - Customer Care
  - Interaction with a particular brand of the business, as embodied through **connected products & services**:
    - Brand website
    - Brand app
    - Branded connected device
The Me2B Relationship is layered.
Me2B Relationship Layers

- Me2B Legal Relationship with Apple, Inc.
- Me2P Experiential Relationship with iPhone
- B2B Hidden Affiliates (3rd party integrations & software suppliers)
Me2B Relationship with Apple, Inc.

Me2B Legal Relationship with Google, Inc.

Me2B Legal Relationship with Apple, Inc.

Me2T Technology Enabler Relationship

B2B Hidden Affiliates (3rd party integrations & software suppliers + native device monitoring)

Me2T Technology Enabler Relationship

B2B Hidden Affiliates (3rd party integrations + software suppliers)
Who’s the B?
Me2B Relationship Layers

Me2B Legal Relationship with Apple, Inc.

Me2B Legal Relationship with Google, Inc.

Me2B Legal Relationship with Facebook, Inc.

Me2P Experiential Relationship with Instagram Website

B2B Hidden Affiliates (3rd party integrations & software suppliers + Chrome monitoring + native device monitoring)

Me2T Technology Enabler Relationship

B2B Hidden Affiliates (3rd party integrations & software suppliers + native device monitoring)

Me2T Technology Enabler Relationship

B2B Hidden Affiliates (3rd party integrations + software suppliers)
“Me2B” covers all of the layered relationships & touchpoints.
Because all the touchpoints should be respectful.
Me2B Relationship Lifecycle, Me2B Commitments, & the Me2B Deal
Me2B Relationship Lifecycle Model

- Acquaintance
- Buildup
- "Marriage"
- Deterioration
- Termination
## Me2B Relationship Lifecycle Model

<table>
<thead>
<tr>
<th>Physical World</th>
<th>Acquaintance</th>
<th>Buildup</th>
<th>Marriage</th>
<th>Deterioration</th>
<th>Termination</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm going to go into the place and check it out.</td>
<td>Yeah, I like it. I'm going to buy something here.</td>
<td>I'm a regular shopper/patron.</td>
<td>I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.</td>
<td>I don't go there anymore.</td>
<td></td>
</tr>
</tbody>
</table>
# Me2B Relationship Lifecycle Model

<table>
<thead>
<tr>
<th>Me2B Relationship Lifecycle Model</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Physical World</strong></td>
</tr>
<tr>
<td>Acquaintance</td>
</tr>
<tr>
<td>Buildup</td>
</tr>
<tr>
<td>Marriage</td>
</tr>
<tr>
<td>Deterioration</td>
</tr>
<tr>
<td>Termination</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Digital World</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to do X online.</td>
</tr>
<tr>
<td>I explore a website or download an app and play with it.</td>
</tr>
<tr>
<td>I regularly use the service. I like it, so I create an account.</td>
</tr>
<tr>
<td>I’m using the service less —for whatever reasons.</td>
</tr>
<tr>
<td>I no longer use or even open the website/app. I delete my account.</td>
</tr>
</tbody>
</table>

(No relationship is ever this clean, and no model is ever perfect. It’s just a tool to help us apply social norms to digital Me2B Commitments.)
Within this digital Me2B Relationship Lifecycle there can be multiple Me2B Commitments.
Spectrum of Me2B Commitments

- No-Commitment – first open
- Cookie Consent (aka Consented Pseudonymous Commitment)
- Location Consent
- Promotional Communication Commitment
- Loyalty Program Commitment
- One-off Transaction
- Me2B "Marriage"
A digital Me2B “Marriage” begins when the individual establishes an account.
Me2B Relationship Lifecycle Model

<table>
<thead>
<tr>
<th>Physical World</th>
<th>Acquaintance</th>
<th>Buildup</th>
<th>Marriage</th>
<th>Deterioration</th>
<th>Termination</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm going to go into the place and check it out.</td>
<td>Yeah, I like it. I'm going to buy something here.</td>
<td>I'm a regular shopper/patron.</td>
<td>I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.</td>
<td>I don't go there anymore.</td>
<td></td>
</tr>
</tbody>
</table>

| Digital World | I want to do X online. | I explore a website or download an app and play with it. | I regularly use the service. I like it, so I create an account. | I'm using the service less—for whatever reasons. | I no longer use or even open the website/app. I delete my account. |

Me2B “Marriage” Start

Me2B “Marriage” End
Me2B Relationship Lifecycle Model (idealized)

- **Acquaintance**: Accept Cookies
- **Buildup**: Sign up for Promotional Communications
- **Marriage**: Sign up for account
- **Deterioration**: Termination

Me2B Marriage
Logged-In and Remembered, Recognized, Responded To

No Me2B “Marriage”/Not Logged In
Anonymous

No Me2B “Marriage” / Not Logged In
Anonymous
But it’s complicated.
Me2B Relationship Lifecycle Model

Me2B "Marriage"

Remembered, Recognized, [personally] Responded To

Consented Pseudonymity State

Temporarily “Remembered”, “Recognized”, & “Responded to” but not Identified

No Me2B Commitment

Anonymous

The “Data Layer”

Sign up for account

Marriage

Deterioration

Termination

No Me2B Commitment

Anonymous

Acquaintance

Buildup
Me2B Relationship Lifecycle Model

1. Acquaintance
   - Buildup
   - Consent
   - Pseudonymity State
     - Temporarily “Remembered”, “Recognized”, & “Responded to” but not Identified

2. Marriage
   - Sign up for account

3. Deterioration
   - Me2B “Marriage”
     - Remembered, Recognized, [personally] Responded To

4. Termination
   - No Me2B Commitment
     - Anonymous
   - No Me2B Commitment
     - Anonymous

The “Data Layer”
Me2B Relationship Lifecycle Model

Consented Pseudonymity State
- Temporarily “Remembered”, “Recognized”, & “Responded to” but not Identified
- Acquaintance

Buildup
- Sign up for account

Me2B “Marriage”
- Remembered, Recognized, [personally] Responded To

Deterioration

Termination

No Me2B Commitment
- Anonymous

The “Data Layer”
- For every Me2B Commitment, there is a Me2B Deal
  - *What am I giving and what am I getting?*
  - *Fair value given for fair value received*

- Every Me2B Commitment has a personal *quid pro quo calculus*
  - *Do I trust the B with this information?*
  - *Is it a fair exchange?*
Credentials and Me2B
The mission of the W3C Credentials Community Group is to explore the creation, storage, presentation, verification, and user control of credentials.
# Me2B Relationship Lifecycle Model

<table>
<thead>
<tr>
<th>Physical World</th>
<th>Acquaintance</th>
<th>Buildup</th>
<th>Marriage</th>
<th>Deterioration</th>
<th>Termination</th>
</tr>
</thead>
<tbody>
<tr>
<td>I’m going to go into the place and check it out.</td>
<td>Yeah, I like it. I’m going to buy something here.</td>
<td>I’m a regular shopper/patron.</td>
<td>I’m tired of their stuff/they changed their stuff/their stuff no longer suits me.</td>
<td>I don’t go there anymore.</td>
<td></td>
</tr>
</tbody>
</table>

| Digital World | I want to do X online. | I explore a website or download an app and play with it. | I regularly use the service. I like it, so I create an account. | I’m using the service less—for whatever reasons. | I no longer use or open the website/app. |

| Me2B | I’m anonymous until I say otherwise. | I can transact without being forced into a Me2B Commitment. | I decide to start a Me2B “Marriage”. I can BYOID and privacy terms & permissions. | I can report problems with impunity; problems are readily resolved. |

I’m in charge
Questions

▪ What are credentials in the context of the Me2B Marriage?
  Credentials vs. Identifiers

▪ Credentials vs. 1\textsuperscript{st} and 3\textsuperscript{rd} party-created user identifiers?
  • 1\textsuperscript{st} party for ongoing data collection, correlation & personalization
  • 3\textsuperscript{rd} party universal/cross platform IDs for ad-tech/mar-tech
Thank you!

www.Me2Ba.org