Me2B Alliance Bi-Monthly Meeting
February 1, 2021
Agenda

- Organization News
- 2021 Planning Update
- Updates from the Working Groups
- Key 2021 Events
News

- Please welcome new director on our board, Cam Geer

- Soft Launch Status
  Exploring new community platforms
  - Problems:
    - Membership platform currently embeds use of reCaptcha
    - Lack of communication in WGs and in general
  - Feedback & Suggestions from community
    - Contemplating going back to email-based communication for WGs and all members.
2021 Planning Update
2021: Building a Diverse Culture & Launching Me2BA
Me2B Alliance Roadmap

**Me2BA Birth**
- March 2019 first Me2B Alliance teleconference.

**Me2BA Strong Foundation**
- Me2BA Certification 0.5
- Me2BA Membership & Community (Soft Launch)
- Validation Testing Leadership

**Me2BA Diverse Culture & Product Testing + Org Launch**
- Diversity at all levels
- Me2B Certification 1.0
- Education – Me-s, B-s
- Continuous Validation Testing

**Me2BA Scaling**
- Scaled Certification
- Me-Membership Growth
- B-Membership Growth

**Me2B Propagation**
- Multiple Labs?
- ISO spec?
Key Objectives 2021

- Commercial launch of org and product testing.
- Build a diverse, equitable and inclusive culture.
- Raise visibility of organization so that tech experts, lawmakers and business leaders know who we are.
- Create meaningful value for everyday Me-s.
- Diverse sources of grants/funding.
Working Group Updates
Building a diverse, inclusive and equitable culture

We need participation and input from marginalized communities lest we suffer from the same myopia that results in disrespectful technology & products.

This is an ongoing practice, not a one-off

Building and improving:
- Personal and collective awareness
- Communication skills
- Conflict resolution skills
February Focus: Implicit Bias (https://implicit.harvard.edu/implicit/takeatest.html)
- Gender – Science
- Weapons
- Race Preference

March Focus: Building a Multicultural Organization
- “Did you know?” Campaign for Me-s
- Ongoing updates to website
  - Public Calendar
  - Accessibility
- 2 Key messages Coalescing
The Me2B Alliance is independent crash testing for connected technology.

Resulting in the standard for Respectful Technology.
“This is not a tool.”

It’s a [Me2B, layered] relationship.

At a minimum, it should treat us like a polite stranger.

Ideally, it treats us like a trusted, good friend.
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)

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B2B Hidden Affiliates (3rd party integrations + software suppliers)

Me2T Technology Enabler Relationship

Me2T Technology Enabler Relationship
Bonus Message #1
Data Entitlement:
The current prevailing attitude that B-s are entitled to limitless information about people who interact with their technology.
"Technology does not need vast troves of personal data stitched together across dozens of websites and apps in order to succeed. Advertising existed and thrived for decades without it, and we're here today because the path of least resistance is rarely the path of wisdom. If a business is built on misleading users on data exploitation, on choices that are no choices at all, then it does not deserve our praise. It deserves reform."

- Tim Cook, January 28, 2021
- Webinar from 1/27/21: overview of Me2BA Research
- In progress research: Understanding importance of Privacy Policies and Terms of Service/Terms of Use for Me-s
- Submitting topic for CMU PEPR conference (pepr.tech)
Certification
WG Chairs:
Lisa LeVasseur, Mary Hodder

- Testing orients around the spectrum of Me2B Commitment “states”
  - Ranging from Cookie Consent to “Me2B Marriage”
- Measuring per commitment:
  - Autonomy/agency of entering/exiting commitment
  - Data minimization (collection)
  - Data sharing with 3rd parties
  - Profile building
- First Apps fully scored
- Rolling detailed scores up into overall scores.
Me2B Relationship Lifecycle Model & Commitments (idealized)

- Acquaintance
- Buildup
- Marriage
- Deterioration

- Me2B Marriage
- Logged-In and Remembered, Recognized, Responded To
- No Me2B “Marriage” / Not Logged In
- Anonymous

- Sign up for Loyalty Program
- Sign up for Promotional Communications
- One-off Transaction
- Location Consent
- Accept Cookies

- No Me2B “Marriage” / Not Logged In
- Anonymous
Cute.
But wrong.
Me2B Relationship Lifecycle Model

- Acquaintance
- Buildup
- Marriage
- Deterioration
- Termination

Me2B "Marriage"
- Remembered, Recognized, [personally] Responded To
- Consented Pseudonymity State
  - Temporarily “Remembered”, “Recognized”, & “Responded to” but not Identified

No Me2B Commitment
- Anonymous
Still wrong.
Me2B Relationship Lifecycle Model

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

- **Acquaintance**
  - Temporarily “Remembered”, “Recognized”, & “Responded to” but not identified

- **Buildup**
  - Accept Cookies

- **Marriage**

- **Deterioration**

- **Termination**

- **Consented Pseudonymity State**

- **No Me2B Commitment**
  - Anonymous

- **The “Data Layer”**
Two parallel realities for Me-s in the digital world.
The Invisible Digital World

Consented Pseudonymity State

- Uniquely identified (cross-app)
- Profiled by unknown 3rd parties
- Data sharing with unknown 3rd parties
- 3rd parties change in real-time

Accept Cookies

The “Data Layer”
Bonus Message #2
We need less identifying of people across both realities.
Identification Entitlement: The current prevailing attitude that B-s must uniquely identify everyone who interacts with their technology.
The Me2B Alliance tests both realities.
But the invisible world is more harmful and less understood by Me-s
Panel podcast
  • “What you don’t know WILL hurt you in the digital world”
  • Rotating guest everyday Me-s

Early Certification
  • First Apps fully scored
  • Rolling detailed scores up into overall scores.

Google’s Privacy Sandbox Me2B review
PALS WG
Chair: Richard Whitt

- Submitted comments to CCPA 4th round
- Influencing US legislation in 2021
- Private Agreement Legal Layer Task Force - Mary Hodder
Educational content for Me-s
  • “Did you know?” campaign
B-s WG
Chairs:
Corey Jackson
Jim Pasquale

- Re-booting in progress.
- Aligning with Early Certification.
- Building value proposition for B-s
  - For product testing customers
  - Potential B-members
Key 2021 Events
Upcoming Events

- Thoughtful Biometrics Workshop, February
  https://thoughtfulbiometrics.org/
  https://www.eventbrite.com/e/thoughtful-biometrics-workshop-tickets-128532156139

- IIW April 20-22, 2021
  https://internetidentityworkshop.com/

- RSA May 17 – 20, 2021
  https://www.rsaconference.com/usa

- PEPR June 10-11, 2021
  https://fpf.org/pepr21/

- Me2B B-s Event – 4Q2021

- Me2B Alliance Annual Meeting 4Q2021
Thank you!