

# Me2B Alliance Bi-Monthly Meeting February 1, 2021



# Agenda

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

# Organization News

# News

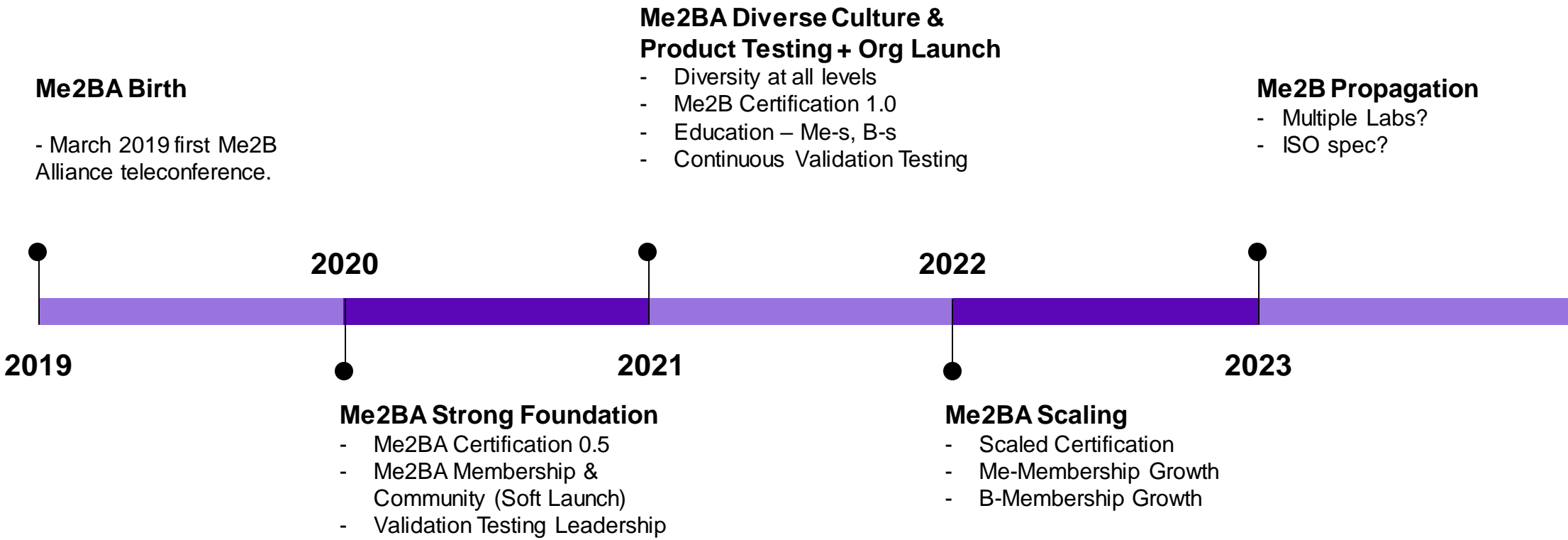
- Please welcome new director on our board, **Cam Geer**
- **Soft Launch Status**
  - Exploring new community platforms
  - **Problems:**
    - Membership platform currently embeds use of reCaptcha
    - Lack of communication in WGs and in general
  - **Feedback & Suggestions from community**
    - Contemplating going back to email-based communication for WGs and all members.

# 2021 Planning Update

# 2021: Building a Diverse Culture & Launching Me2BA

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# Me2B Alliance Roadmap



# 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

# Diversity, Equity & Inclusion

Muriel Shockley  
& Lisa LeVasseur

- 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

# Diversity, Equity & Inclusion

(cont'd)

- February Focus: **Implicit Bias**  
(<https://implicit.harvard.edu/implicit/takeatest.html>)
  - Gender – Science
  - Weapons
  - Race Preference
- March Focus: **Building a Multicultural Organization**

# Marketing

Guy Gabriel  
(CMO),

Ted Barthell  
(Dir Mktng)

- “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.

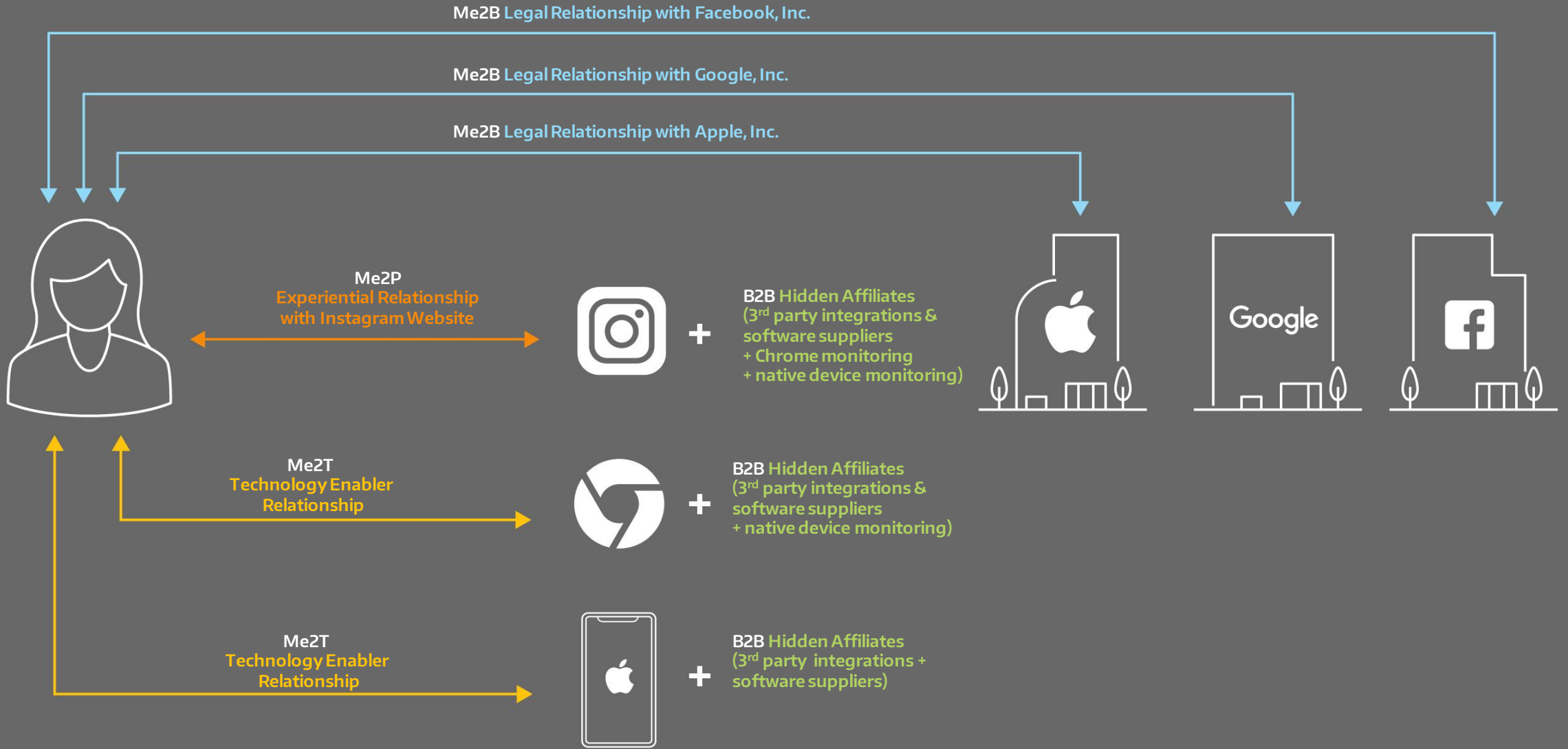
“This is not a tool.”

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



# 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

# Research

Noreen  
Whysel

- 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](http://pepr.tech))

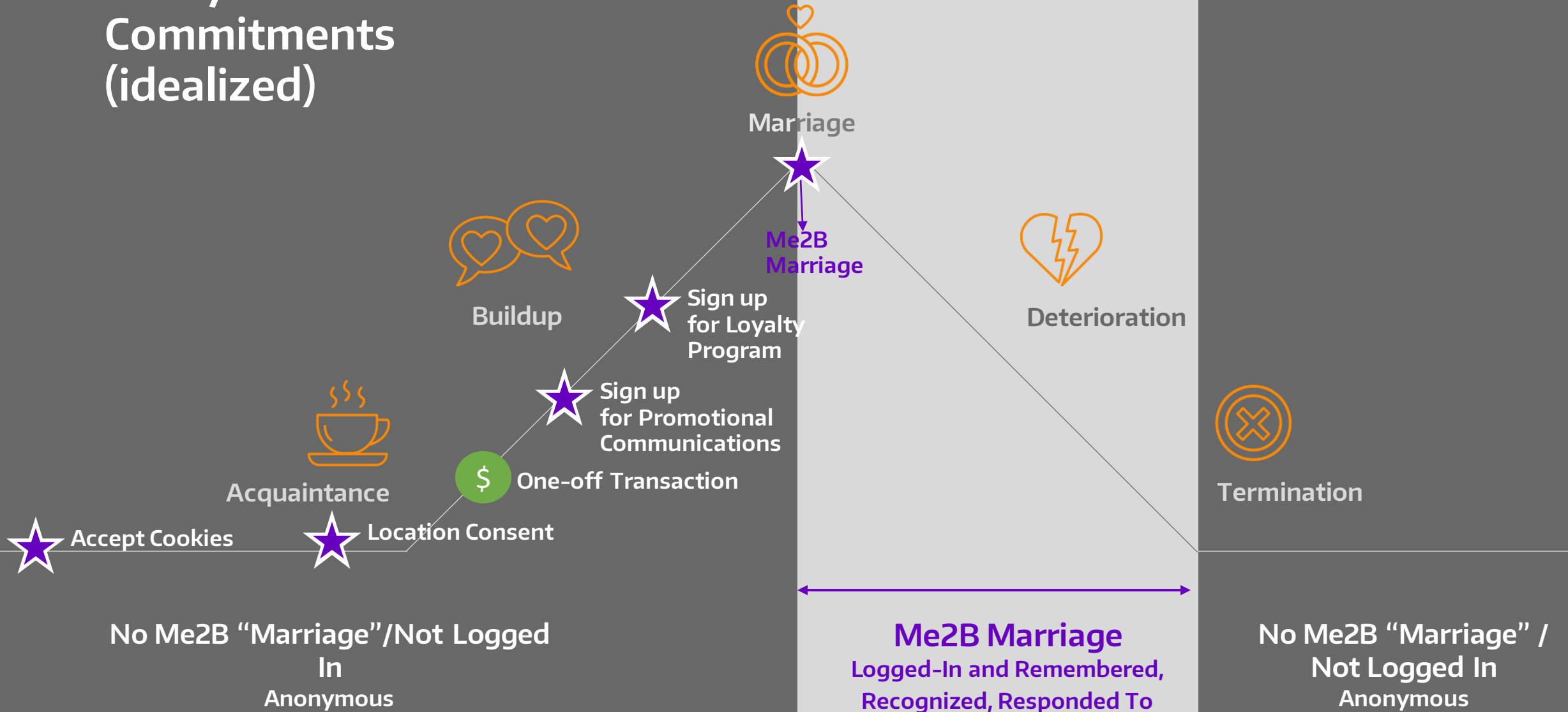
# Certification

WG Chairs:

Lisa LeVasseur,  
Mary Hodder

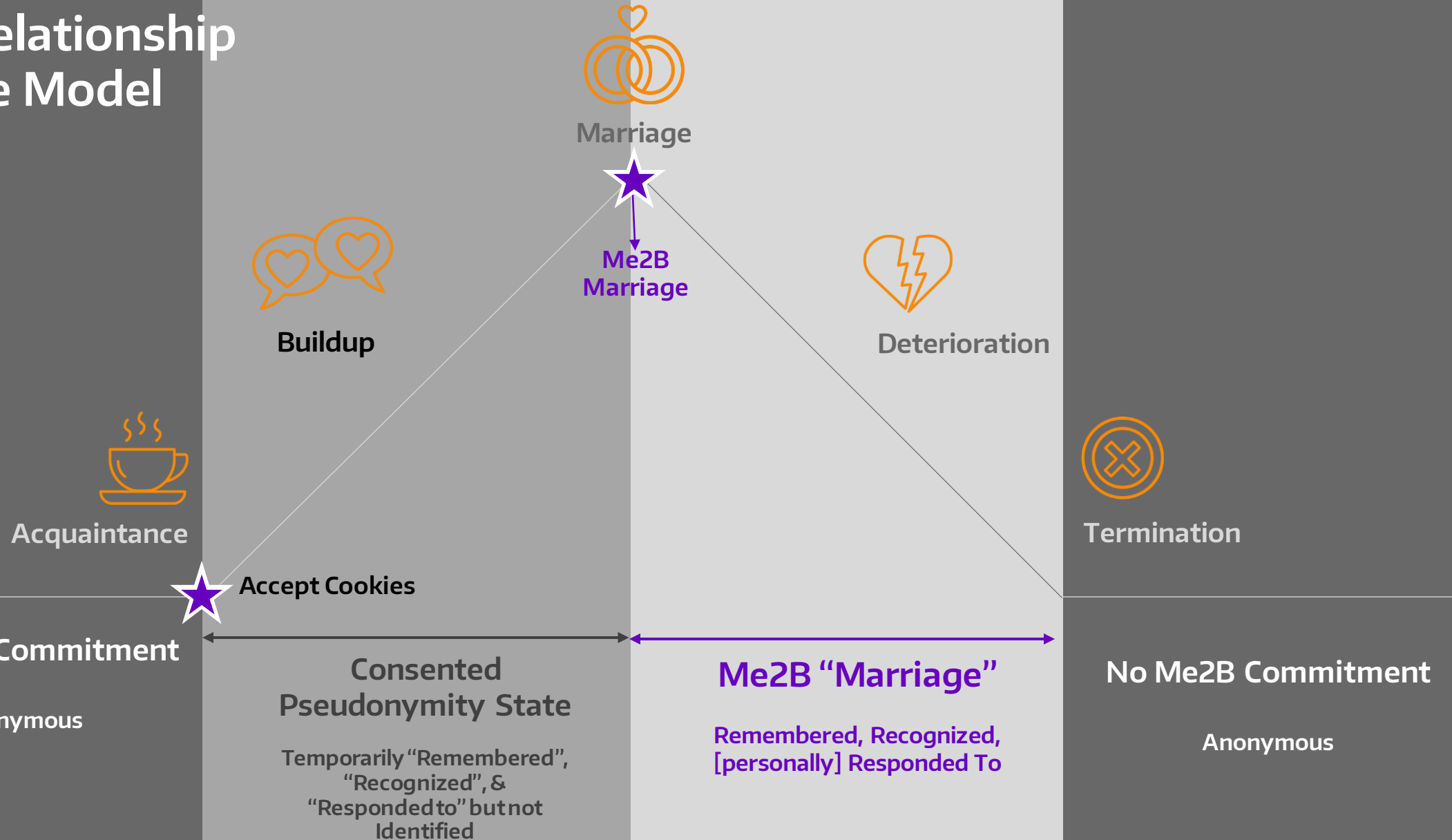
- Testing orients around the spectrum of Me2B Commitment “states”
  - Ranging from Cookie Consent to “Me2B Marriage”
- Measuring per commitment:
  - Autonomy/agency of entering/exiting commitment
  - Data minimization (collection)
  - Data sharing with 3<sup>rd</sup> parties
  - Profile building
- First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

# Me2B Relationship Lifecycle Model & Commitments (idealized)



Cute.  
But wrong.

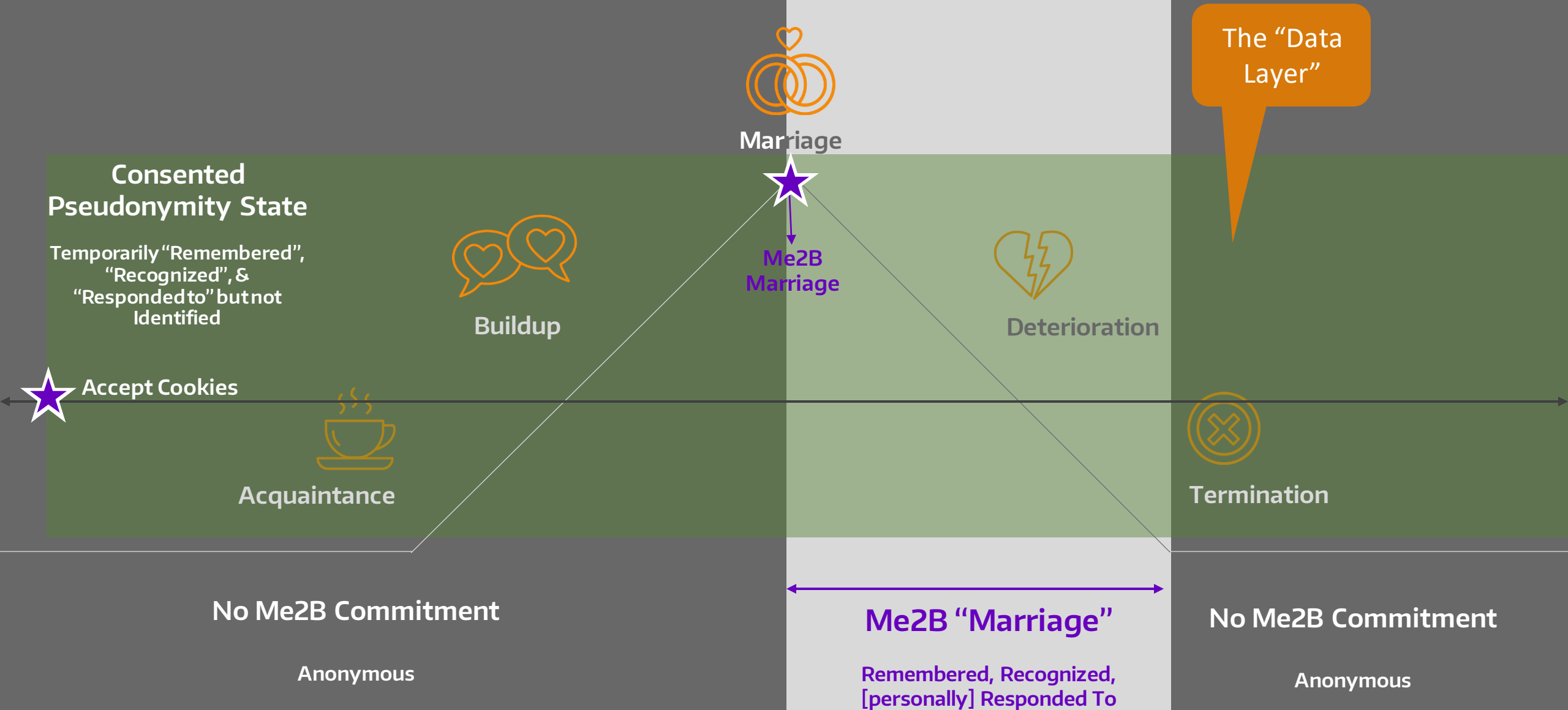
# Me2B Relationship Lifecycle Model



**Still wrong.**

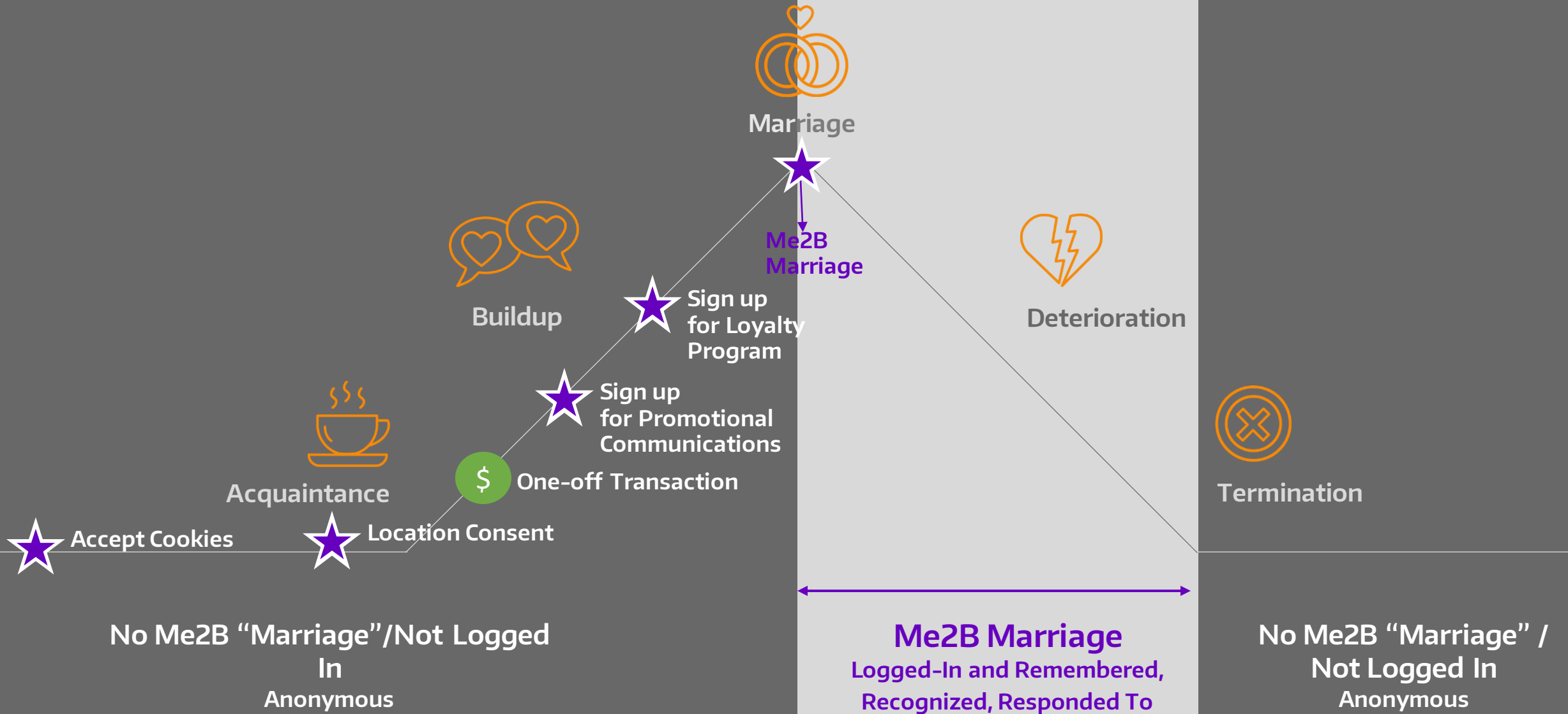


# Me2B Relationship Lifecycle Model



**Two parallel realities  
for Me-s  
in the digital world.**

# The Visible Digital World



# The Invisible Digital World

The "Data Layer"

Consented  
Pseudonymity State

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

★ Accept Cookies

# 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

# Certification WG (Cont'd)

- 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 4<sup>th</sup> round**
- **Influencing US legislation in 2021**
- **Private Agreement Legal Layer Task Force – Mary Hodder**

# Me-s WG

Chair:

Muriel Shockley

- 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!**