Me2B Alliance
Bi-Monthly Meeting
April 7, 2021
Agenda

- Organization News
- Initiatives Status
- Working Groups Status
- Key 2021 Events
Organization News
Vision:
Respectful technology for all
Mission:
Creating a safe and just digital world through independent technology testing
Community transition to Groups.io, Sharepoint and Zoom
New website release
  • Blog!
Letter to Governor Newsom
Initiatives Status
Delivering on the promise of being a different kind of SDO
The Problem: How do we bring the voice of everyday people into product development throughout the org?
**Key Problem:** How do we bring the voice of everyday people into Certification Specification Development?
Information/Content Flow: WG activities should orient around the advancement & validation of the Me2B Respectful Tech Spec
Diversity, Equity & Inclusion Practice

Muriel Shockley

- Implicit Bias Training & Practice
- Racial & Ethnic Identity Development (now)
- Multicultural Organization Development
▪ “Did you know?” Campaign for Me-s
▪ Ongoing updates to website
- Editorial Calendar
- Blogs
- Spotlight Bulletins
- Spotlight Reports
- Longitudinal focus groups
- Validation of tests/line items in Respectful Tech Spec
- Validation of scores/findings iconography
Product Testing:
- Early testing still in progress
  - Driving validation on certain behaviors
- Launched custom audits
- Me2B Mobile App Privacy Audit
- Working on business model that
  - Gives Me-s actionable information, and
  - Encourages B-s to build respectful technology

Product Development:
- GoodTech.wiki & Digital Harms Dictionary/wiki
  - Under development
Working Group Status
Bi-monthly Meeting NEW DATES!
1st Wednesday, EOM, next: June 2nd at 8am PDT

Community transition to Groups.io, Sharepoint, and Zoom
Questions: admin@me2ba.org

Annual Meeting Virtual
TBD: November
Certification WG
Chairs: Lisa LeVasseur, Mary Hodder

- Working on ballot version of spec
- Renamed to: *Me2B Respectful Tech Specification*
- Creating front-matter that explains
  - Ethical point of view
  - Me2B Relationship framework & vocabulary
- Produced (first!) blog post announcing Me2BA win on AG's reversal on CCPA UI design (based on November 28, 2020 letter on 4th round feedback)

- Submitted letter to Governor Newsom (March 30th) seeking 8 open town hall forums on CCPA/CPRA implementation; gained 23 signatories; now plotting next steps
PURPOSE: The purpose of the Me-s Working Group is to represent, serve and support individuals who use connected technologies and services by:

• Surfacing and illuminating the ways in which people are in relationship with connected technologies and services.
• Increasing individual understanding regarding their unique relationships with connected technologies and services.
• Providing information and resources which empower individuals to make informed choices for themselves and others.
• Participating in sustained dialogue with other Me2BA working groups to amplify the voice and needs of Me-s.
• Promoting data justice through education with a focus on vulnerable and underserved communities
• Forming mutually beneficial strategic partnerships that amplify Me2B values.
• Providing opportunities for Me-members to participate in Me2BA sponsored research.
- **Re-booting in progress.**

- **Mission statement:**

  The Me2B’s B-s Working Group will serve to represent, serve, and support businesses to:
  - Provide education of Me2B ethos and certification (Framework);
  - support the adoption of the Me2B Certification specification;
  - identify technology privacy implications (disrespectful) implementation concerns by way of Me2B Certification (B-s WG – to – Cert WG synchronization);
  - align and bridge business Marketing, Cyber, Risk, Legal, etc. processes, and Executives, to understand one’s technology and the responsibility to deploy respectful technology products.
  - a forum to collect cross-B-s (multi-industry) concerns; and
  - an environment to foster a greater understanding of Me-s by B-s.
Key 2021 Events
Upcoming Events

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

- RSA May 17 – 20, 2021
  https://www.rsaconference.com/usa
  https://www.rsaconference.com/Library/presentation/USA/2021/measuring-the-ethical-behavior-of-technology

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

- Me2B B-s Event – 4Q2021

- Me2B Alliance Annual Meeting 4Q2021
Thank you!