

Identification Minimization & Other Principles of Respectful Technology

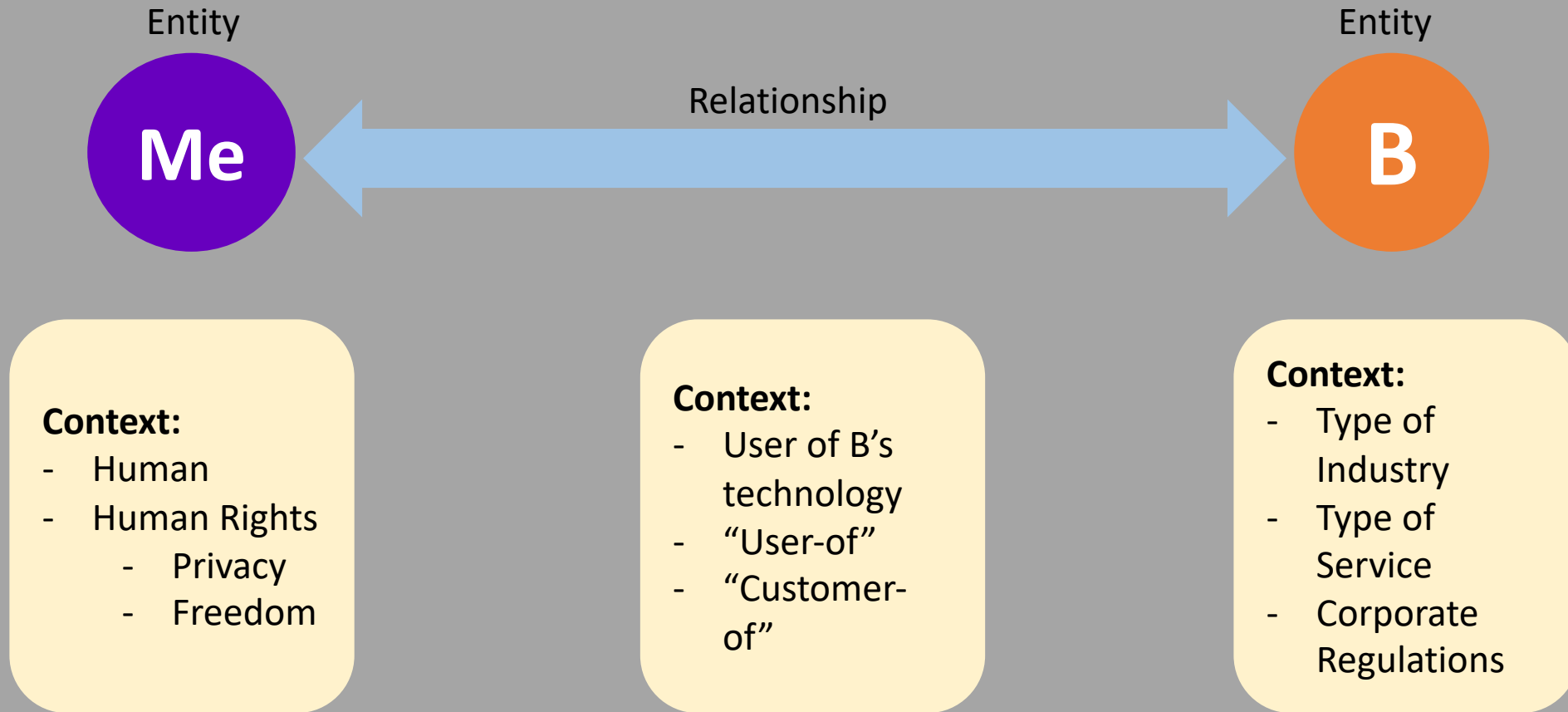


Our Mission

Creating a
safe and **just**
digital world
through
standards development
and independent
product testing.

Me2B Point of View

- The Me2B Relationship context is key

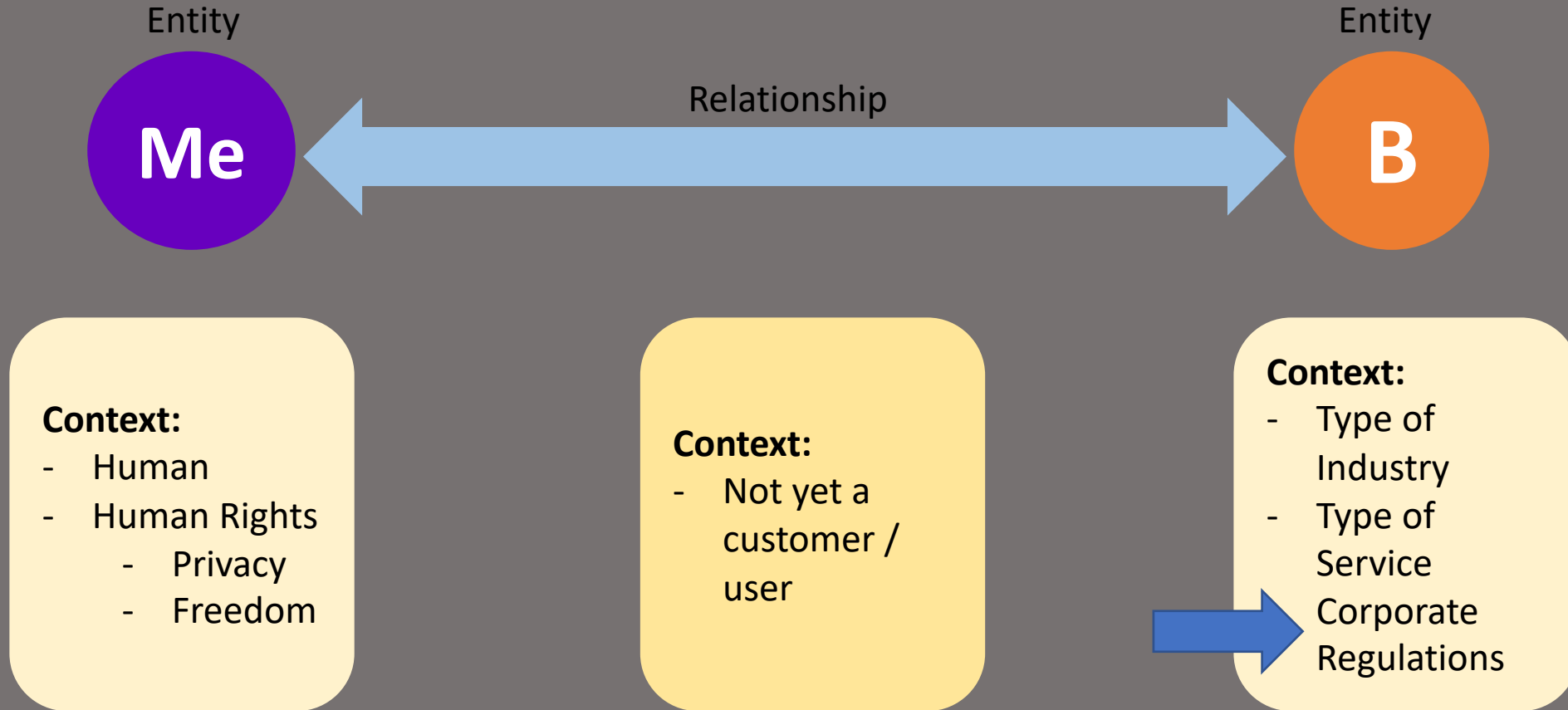


The Relationship is
dynamic.

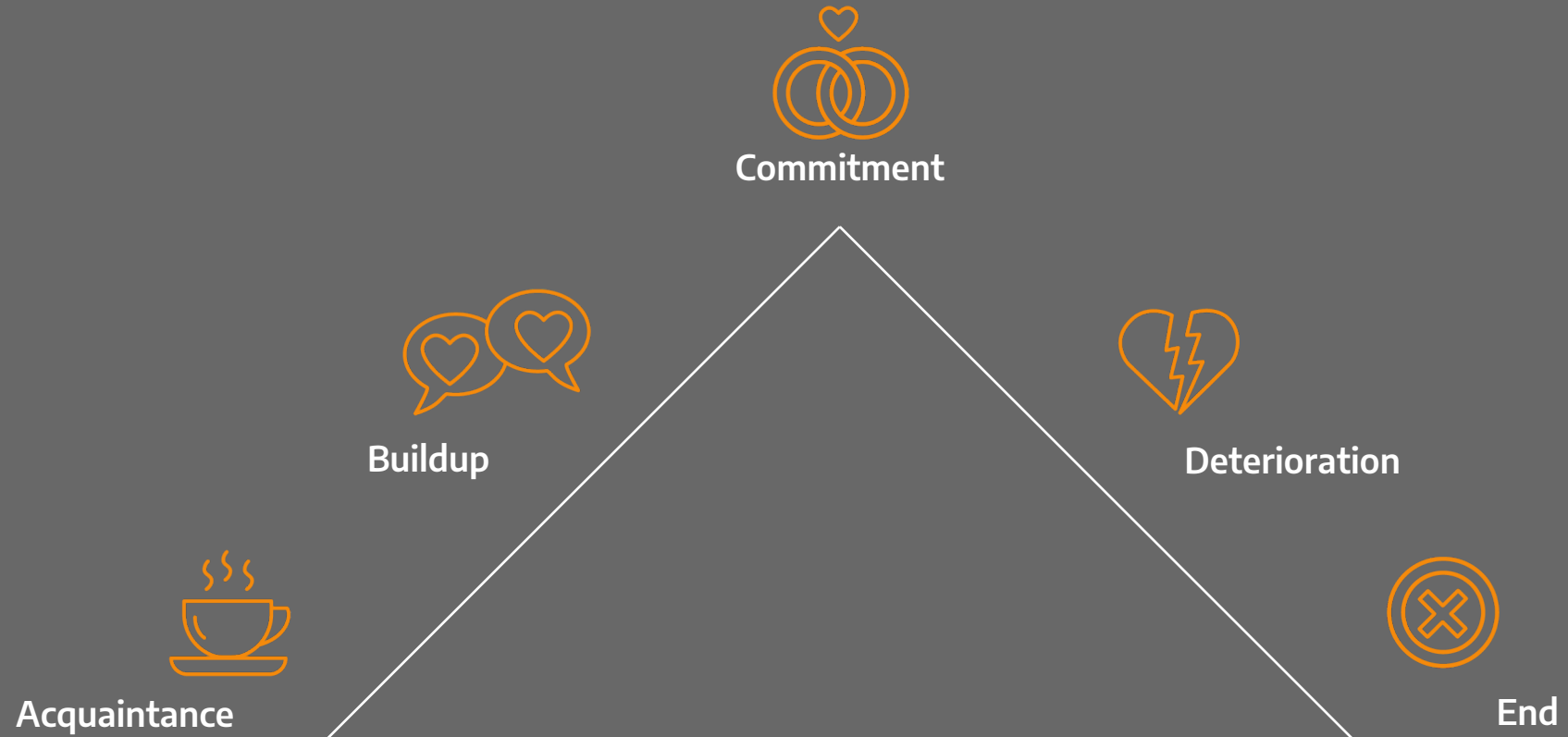
Me2B Point of View

- The Me2B Relationship context is key
- The Me2B Relationship context changes over time.

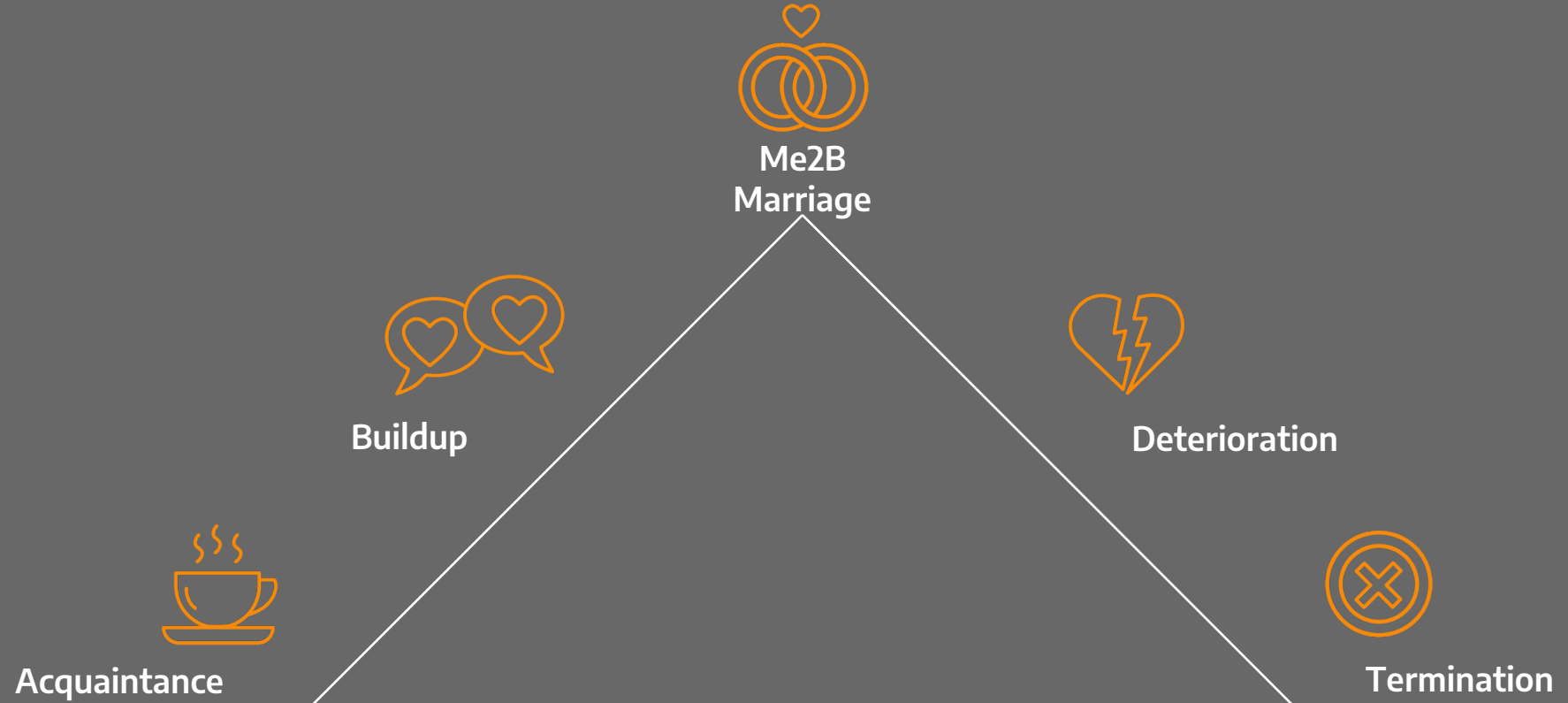
Time 0



Relationship Lifecycle Model



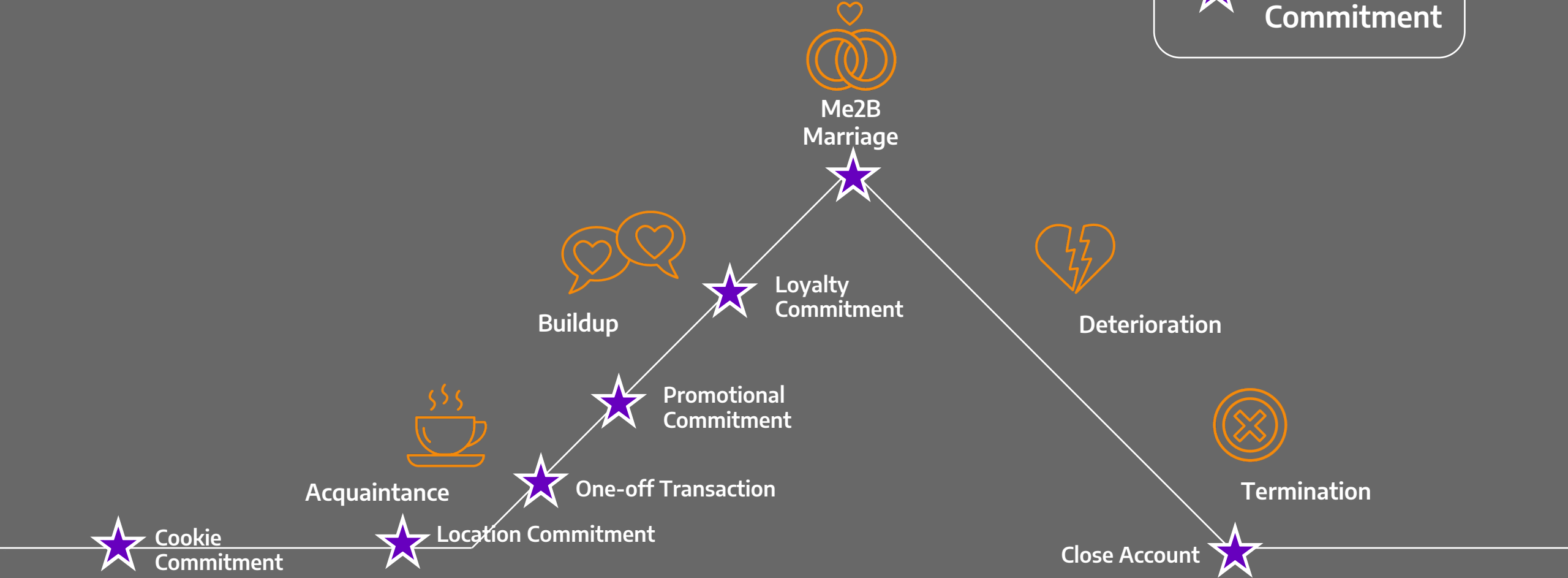
Me2B Relationship Lifecycle Model



Digital Me2B Lifecycle

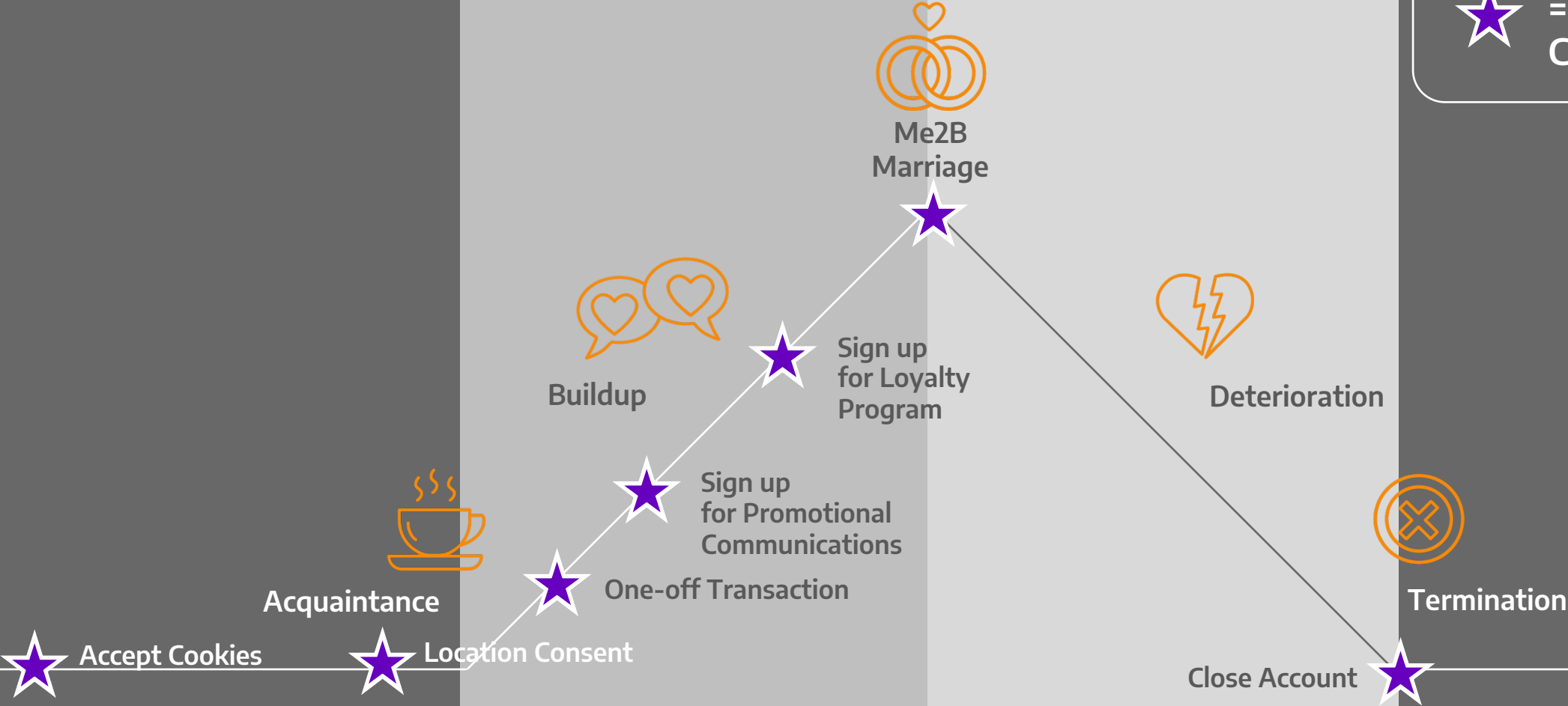
Legend

 = Me2B Commitment



Digital Me2B Lifecycle

Legend
 = Me2B Commitment



Anonymous

Recognized

Known

Anonymous

Attributes of Respectful Me2B Commitments

Attributes of Respectful Me2B Commitments

- Me2B Alliance formal Recommendation
 - Measuring the **behavior** of technology
- Publishing soon
- List of 10 attributes
- Each commitment in the website or app is tested against each attribute
- Multiple tests per attribute

Attributes of Respectful Me2B Commitments

1. Clear Data Processing Notice
2. Viable Permission
3. Identification Minimization
4. Data Collection Minimization
5. Private by Default
6. Reasonable Data Use & Sharing Behavior
7. Data Processing Complies with Data Subject's Privacy Preferences & Permissions
8. Data Processing Complies with [B's] Policies
9. Reasonable Commitment Duration
10. Commitment Termination or Change Behavior

Identification Minimization

Any kind of identification performed **must** be proportional to the particular Me2B Commitment. Thus, the software **must** collect only the minimum set of identity attributes necessary to uniquely identify an individual as needed for the particular Me2B Commitment.

Thank You!

www.me2ba.org

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