



February 2021 | Issue 2

Dear friends,

With the momentum of the fourth quarter's membership soft launch propelling us into the new year, we proceeded into February at a full run, growing the organization and finalizing plans for 2021.

This year, we have 5 key objectives:

1. Officially launch the organization, including a refreshed website and introducing Me2BA Mobile App Privacy Audits (MMAPAs).
2. Solidify a diverse, equitable and inclusive culture.
3. Create more helpful tools for Me-s.
4. Diversify fundraising efforts in order to support our bold vision.
5. Raise awareness of our work, and importantly, our Me2B Relationship lens for assessing the behavior of technology.

Additionally, we are refining aspects of our website [me2ba.org](https://me2ba.org) in order to improve members' experience. In response to difficulties many of you have encountered while accessing the members-only areas of our website, we are hard at work figuring out necessary changes to our IT platform. We'll be announcing those changes very soon. We appreciate your continued patience as we navigate this transition.

Thanks for being with us on the journey toward respectful technology for all!

Lisa LeVasseur



## Me2BA News

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**Here's what the Me2B Alliance has been up to recently, at a glance.**

- "Let's Talk About Digital Identity" Podcast with guest Lisa LeVasseur. [Listen Here](#)
- Hired Director of Business Operations, Michele Silverthorn, who has expertise in nonprofit management, philanthropy and grant making, and community development. [Learn More](#)
- New Board Member – Cam Geer, senior product executive with expertise in Payments, Privacy and Identity Technologies. [Learn More](#)
- [GoodTech.wiki](#) now available. Find and add organizations working on respectful technology.
- [Public Calendar](#) now available on our website
- Me2BA will be launching product auditing services this year. Stay tuned for more info!



## What's New in the Library

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**Check out this new content in the [Me2B Alliance Library](#).**

- [Webinar Video](#) - "Me2B Research on Consumers Views of Respectful Technology" with Noreen Whyse
- Research Abstracts - [Ethnographic Pilot Study](#) and [Assurances Calibration](#). Full Reports Available to [Members](#)
- [W3C Presentation](#) - "Toward a Vocabulary to Describe Me2B Relationships in the Digital World"

- [IBO Summit Presentation](#) - "A Legal Framework for Private Agreements in Digital Relationships"



## Upcoming Events

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**We hope you'll join us at these events in the Me2B community.**

- Policy Webinar March 4th at Noon PT / 3pm ET - "Rebuilding Respectful Relationships in the Digital Realm" with Elizabeth Renieris. [Register Here](#)
- Next Bi-Monthly Me2BA Meeting April 5th 8am PT. [Meeting Link](#)
- Speaking Event - RSA Conference May 17th
- Q4 Annual Membership Meeting. Details TBD



## Working Group Updates

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**Here are the latest updates from the Me2B Working Groups.** If you want to get involved with a Working Group, you can sign up in our online [membership portal](#).



## Certification WG

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**Creating the specification for Respectful Technology.**

*Co-Chairs: Lisa LeVasseur & Mary Hodder*

- Specification orients around the spectrum of Me2B Commitments
  - Ranging from Cookie Consent to "Me2B Marriage"
- Measuring per commitment:
  - Autonomy/agency of entering/exiting commitment
  - Data minimization (collection)

- Data sharing with 3rd parties
- Starting final pass on candidate Respectful Technology Specification v1.0, preparing for balloting and publication



## Policy & Legal WG

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**Support public policy, legal, regulatory, and outreach elements that are involved in the success of the Me2BA mission.**

*Chair: Richard Whitt*

- Submitted comments to CCPA 4th round. [Read Here](#)
- Determining plan for influencing US legislation in 2021
- Private Agreement Legal Layer Task Force with Mary Hodder



## Services for Me-s WG

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**Represent, serve and support people who use connected technologies and services.**

*Chair: Muriel Shockley*

- Developing plan for Me-s educational content around “Did You Know?” campaign
- Evaluating partnership opportunities with like-minded organizations
- Assessing how best to reach underserved audiences who are most affected by digital harms



## Services for B-s WG

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## **Represent, serve and support businesses who want to engage in respectful Me2B relationships.**

*Co-Chairs: Jim Pasquale & Corey Jackson*

- Aligning with Early Certification
  - Building an early adopter funnel of B-s for assessments
- Developing value proposition for B-s
  - For product testing customers
  - Potential B-members



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