



## Summer 2021 | Issue 4

Dear friends,

We're officially more than half-way through 2021, and it's a good time to reflect on our progress. We've accomplished several milestones this year—such as our first internationally recognized [Spotlight Report](#) on school utility apps, and the launch of [paid audits](#), but the achievement we're most excited about right now is that we've got a steady stream of respectful tech instructional materials coming out in three forms:

1. [Me2BA Blog](#), for more opinionated pieces, guest writers accepted,
2. [Spotlight Reports](#), for long-form research and investigative journalism, and
3. [Flash Guides](#), for short, educational briefs, covering topics like Me2B101 and internet safety tips.

We quietly launched the latter a couple weeks ago with [Flash Guide #1, "What is the Me2B Alliance?"](#) This was the first in the "Me2B 101" series designed to help people understand our unique point of view and the novel terminology we've created in order to talk about our lives in the digital world with specificity. Be sure to take a look and let us know what you think.

Structurally we've also kicked off the Membership Council, which will be the governing body for the membership community.

In an effort to streamline meetings and information sharing, we're putting the bi-monthly meetings on pause, and would like everyone's feedback on

how they prefer to receive information. We would appreciate your feedback in our brief communications survey - [Take Survey](#).

We are also actively planning our First Annual Meeting. Save the date for Wednesday, November 3, more details to come with information on Me and B Board Member elections. Interested in supporting planning or sponsorship - [Contact Michele](#).

Lisa LeVasseur, Executive Director

Michele Silverthorn, Membership & Development Director



## Me2BA News

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

- Launched a [News](#) page on our website. Check out a [recent story](#) on Me2B research driving change among EdTech vendors nationwide.
- Published video presentation from RSA Conference on "Measuring the Ethical Behavior of Technology" - [Watch Video](#)
- Released new op-ed on the need for [Freedom in the Digital World](#)
- Debuted our series on [Walking the Talk of Respectful Marketing](#), sharing our own learnings in ethical marketing
- Presented at the Information Architecture Conference on "Shedding Light on Dark Patterns: A Case Study in Digital Harms" - [Watch Video](#)
- Featured on [Masters of Privacy Podcast](#), Lisa discusses relationships with technology and our work in standards development
- [Digital Harms Dictionary](#) updated with legislation for each harm
- Welcomed new B-members to the Alliance: Mohuman, Wrethinking, SurfShark, and UC Santa Cruz



## 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 become a member [here](#).



## Respectful Tech Specification WG

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### **Creating the specification for Respectful Technology.**

*Co-Chairs: Lisa LeVasseur & Mary Hodder*

- Finalized the 10 Attributes of Respectful Commitments
- Separated specification package into 3 components:
  - Certification Questionnaire
  - Core Requirements
  - Templates for Raw Data Collection
- Conducting final walk-through before WG ballot-ready approval



## 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*

- Discussion continues on California CCPA/CPRA implementation
- CA Privacy Protection Agency (CPPA) Board held its inaugural meeting on June 14th - [Learn More](#)
- Focusing on policy relating two topics: Kids' Data and Data Brokers. And at two jurisdictional levels in the US: California State and US Federal level.



## Upcoming Events

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

- First Annual Meeting November 3rd



## **What We're Reading**

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**If you're looking for a good book, here are some we recommend.**

- [Persistent Fools](#) by Thomas Wendt
- [Trustworthy: How the Smartest Brands Beat Cynicism and Bridge the Trust Gap](#) by Margot Bloomstein
- [Your Computer is on Fire](#) (a collection of essays)

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Have more questions about our work? Want to know how to support us? Or how to become a working group member? Email us at [admin@me2ba.org](mailto:admin@me2ba.org) or look through our [website](#).

Follow us on social and tag us with anything interesting in the #RespectfulTech world!



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