

Introducing the Me2B Alliance

Our Vision

A world where
all technology is
respectful & safe
for everyone.

Our Mission

Ensuring
**privacy, safety &
human dignity** in
connected products
and services.

The Problem

Technology is
harming
us.

And “free” services extract
too high a price
on Me-s.

Solution

A **Safety Standard** for the Internet.

Independent testing
of technology
behavior.

Introducing the Me2B Alliance

A **new** type of
Standards
Development
Organization
(SDO)

What We Do

We measure the
safety of
websites,
mobile apps,
any connected technology.

Like
Restaurant
Scores.

But for
Technology



How We Do It

1

Define

The safety standard for
technology.

Operate as an open
Standards Developing
Organization.



2

Research

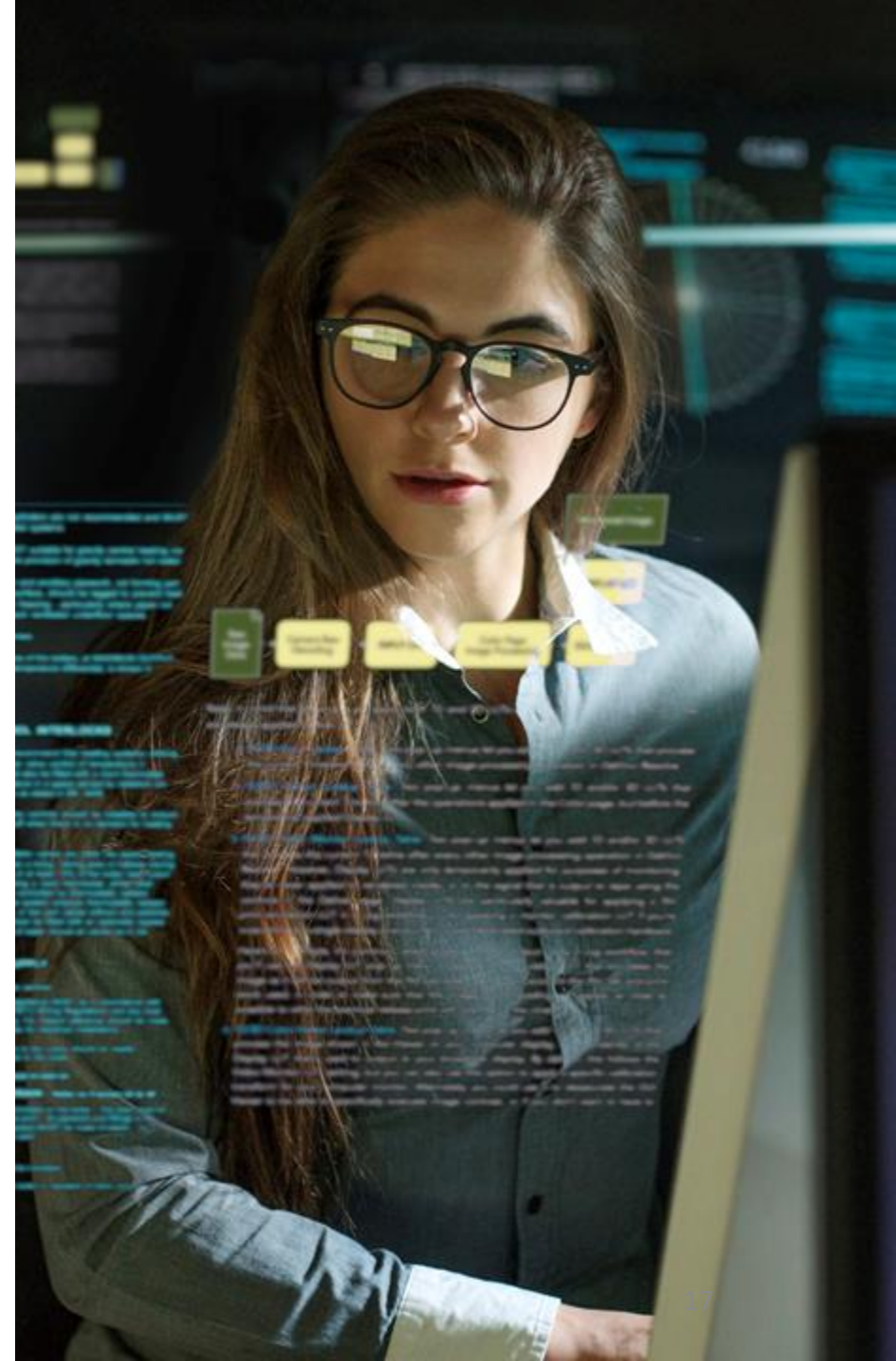
Perform industry benchmarks.
Validate safety standard with
Me-s.



3

Test

Conduct independent product testing of websites and mobile apps (and more).



4

Educate

Help **Me-s** know more about
the tech they use.

Help **B-s** know more about
the tech they build.



5

Advocate

Keep Me-s safe in the digital world.



Thank You!

Contact Michele.Silverthorn@me2ba.org
to learn more about supporting our work
