Me2B Safe Specification for Respectful Technology – Websites & Mobile Apps

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The Spec

- **Safety** specification
  - Structured list of tests
  - Passing criteria (score = 0)
  - Failing criteria (score = -1 to -3)
- **Not** an interoperability spec
- Version 1.0
  - Table stakes for “safe”
- Review Flash Guides 1-10
Over time, the Me2B Safe Specification *may* include all the harms in the Harms Dictionary.
1. Intro Document

2. Vendor Questionnaire
   • For things we can’t readily observe

3. Core Requirements
   • Common requirements (incl light touch on security)
   • Me2B Commitment-based tests
     • The Attributes of Safe & Respectful Me2B Commitments

4. Raw Data Worksheets
   • Record observed data processing behavior
   • Record key data processing “promises” in Privacy Policy and Terms of Service
What’s A Me2B Commitment?
Digital Me2B Lifecycle

- Acquaintance
- Buildup
- Marriage
- Deterioration
- Termination
- Sign up for Promotional Communications
- Sign up for Loyalty Program
- One-off Transaction
- Close Account

Legend
☆ = Me2B Commitment

Anonymous
Recognized
Known
Anonymous
The safety and respect of each Me2B Commitment is evaluated.

Me2B Commitments are key transaction points in the course of the Me2B Lifecycle.

Each Me2B Commitment has a unique value exchange.
  • Quid pro quo
  • Where the currency is [user] information

(Mostly) Same things are tested for each commitment
  • But passing score can be relative to the commitment
10 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 / Me2B Deal in Action
7. Data Processing Behavior Complies with Data Subject’s Permissions and Preferences
8. Data Processing Behavior Complies with Policies
9. Reasonableness of Commitment Duration
10. Commitment Termination or Change Behavior

Flash Guide #9
High-Level Testing Flow

1. **Website**
   - Identify 5-7 pages to test.
2. **App**
   - Identify UX flows/screens to test.
3. **Data Controller Questionnaire**
4. **Identify all Me2B Commitments in UX Flow on chosen pages.**
5. **Identify all Me2B Commitments in chosen UX Flows.**
6. **More Commitments to test?**
   - **Yes**
     - More Attributes to test?
       - **Yes**
         - Run tests for Attribute N and assign scores.
       - **No**
         - End
   - **No**
     - End
7. **Core Requirements**
   - Policies Raw Data Worksheet
   - Website Raw Data Worksheet
   - App Raw Data Worksheet
Me2B Commitment Context is Key
Commitments reflect the Me’s perceived trust in and value of the particular Me2B Commitment.
Tests are similar (if not identical) for each commitment BUT

Passing behavior & failing behavior vary depending on the commitment
  • Proportional to the commitment

Two key examples where tolerances are proportional to the type of commitment are:
  • Identification Minimization
  • Data Collection Minimization
Attribute 3:
Identification Minimization - Me Experience
Attribute 4: Data Collection Minimization

Commitment

No Commitment – First Open URL

Me2B-OK Data

None

Commitment Purpose

Cumulative Data Collection

Local Storage Commitment

Reasonable Cookies

Appropriate grained Location

Location Commitment

Browsing /Using App

Location-specific Info

Promotional Communication Commitment(s)

Email, Name

Newsletters, Notifications

Contact US / Customer Care Commitments

Phone, Address

Services / Customer Care

Billing Info

One Off Transaction

Product / Service

Behavioral Info, Preferences

Loyalty or Me2B Marriage

Discounts / Benefits
Sidebar on Identification in the Wild
Visible Identification / Active Identification

Invisible Identification / Passive Identification

“I have over 200 online accounts and am signed up for 50+ newsletters”

“My information is in COUNTLESS adtech & data broker services.”
Managed user credentials aren’t the biggest problem relating to identification.