

Me2B Safe Specification for Respectful Technology – Websites & Mobile Apps

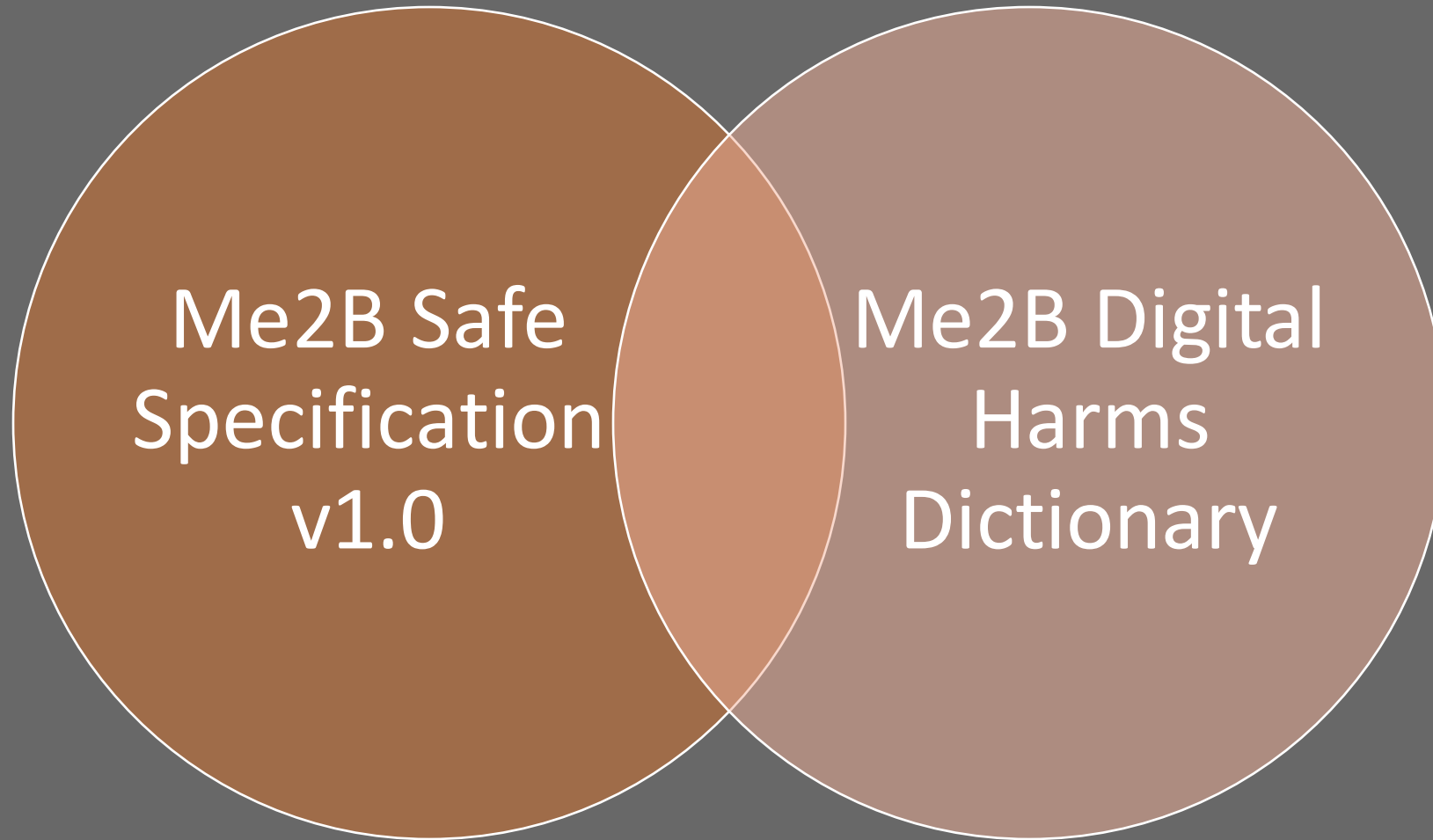


April 25, 2022



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.

Specification Structure

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

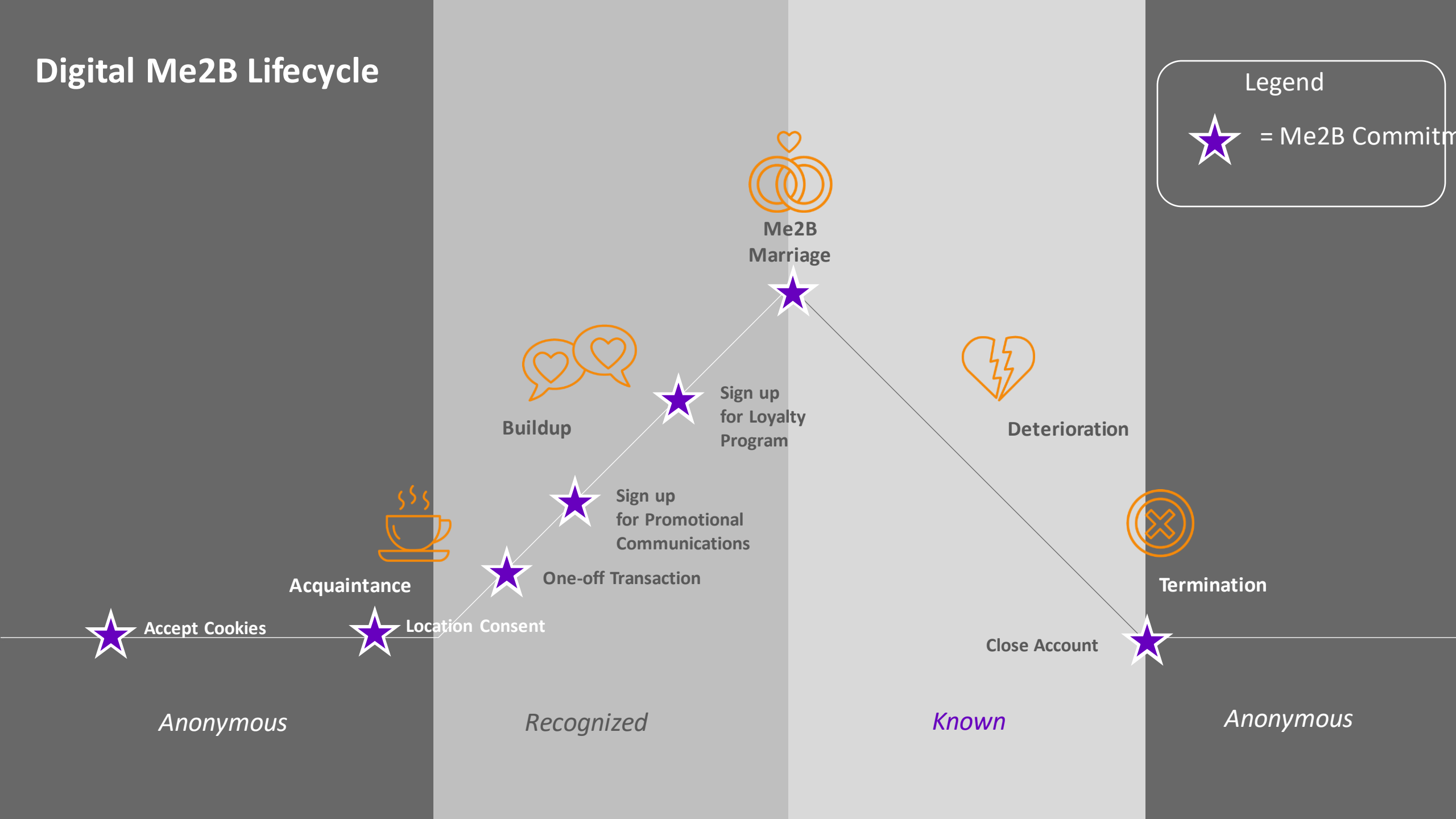
- Record observed data processing behavior
- Record key data processing “promises” in Privacy Policy and Terms of Service

What's A Me2B Commitment?

Digital Me2B Lifecycle

Legend

 = Me2B Commitment



Testing Each Me2B Commitment

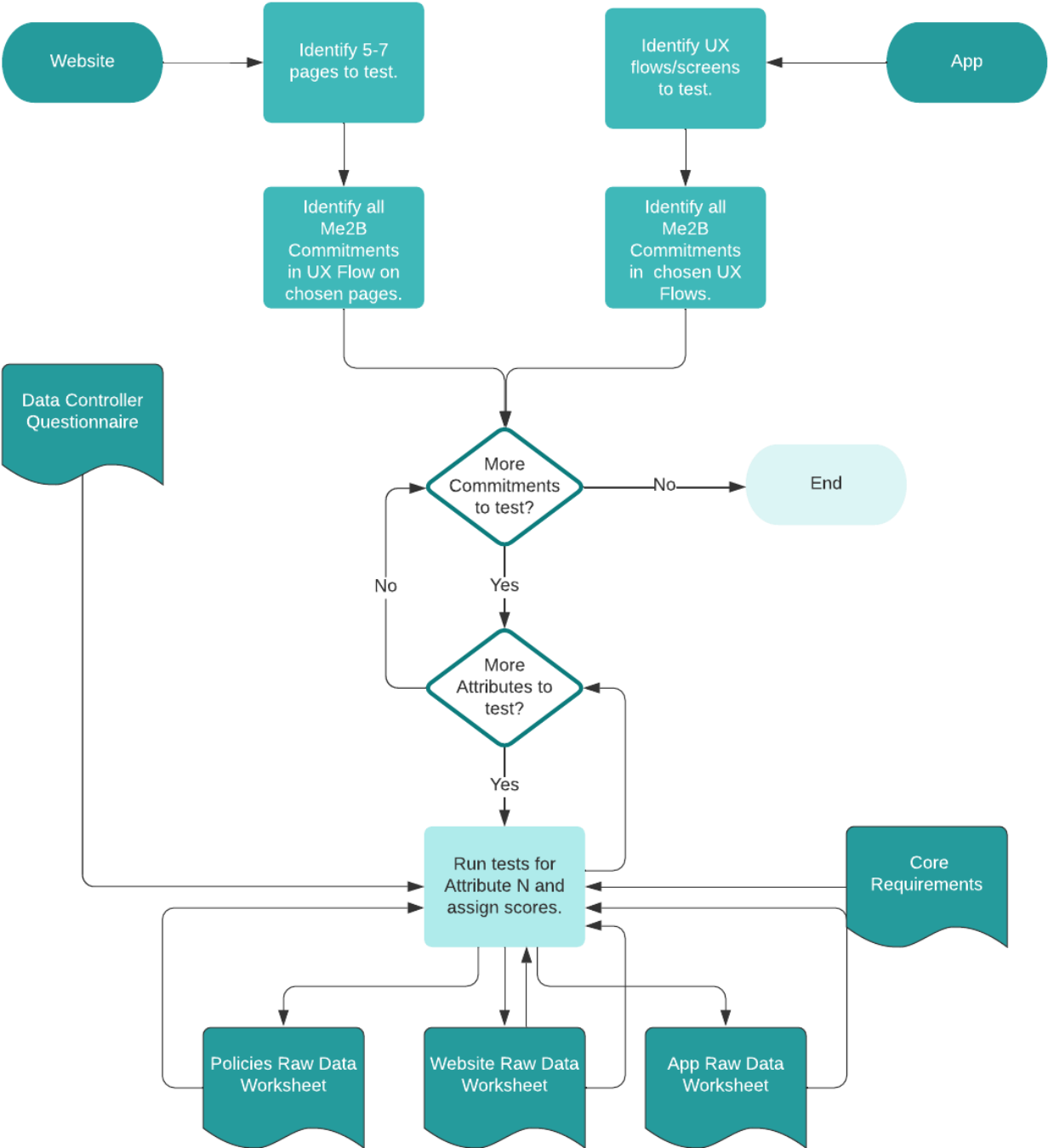
- The safety and respect of each Me2B Commitment is evaluated.
- Me2B Commitments are key transaction points in the course of the Me2B Lifecycle.
- Each Me2B Commitment has a unique value exchange.
 - Quid pro quo
 - Where the currency is **[user] information**
- (Mostly) Same things are tested for each 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
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High-Level Testing Flow



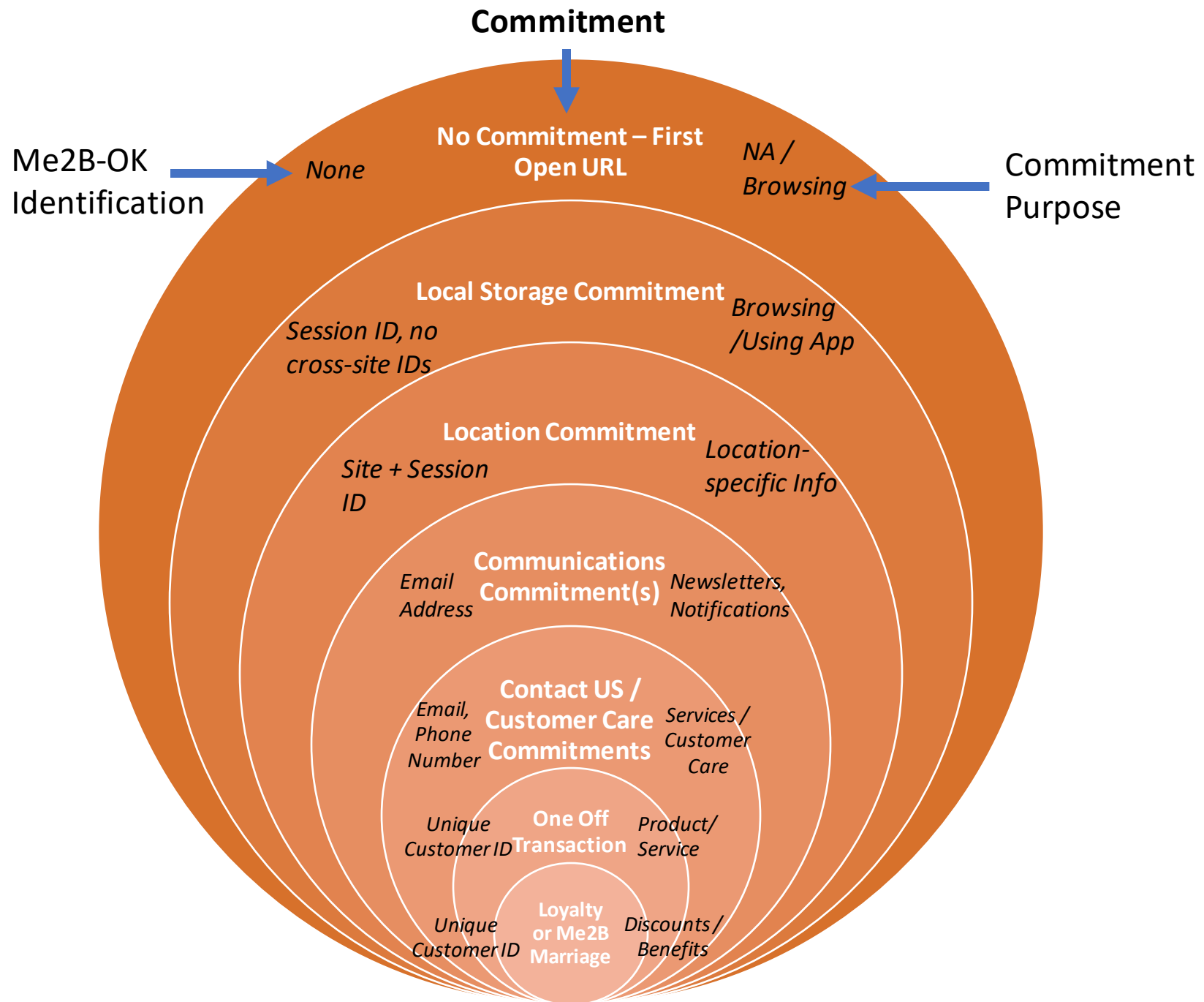
Me2B Commitment Context is Key

Commitments reflect the
Me's perceived
trust in and **value of**
the particular Me2B Commitment.

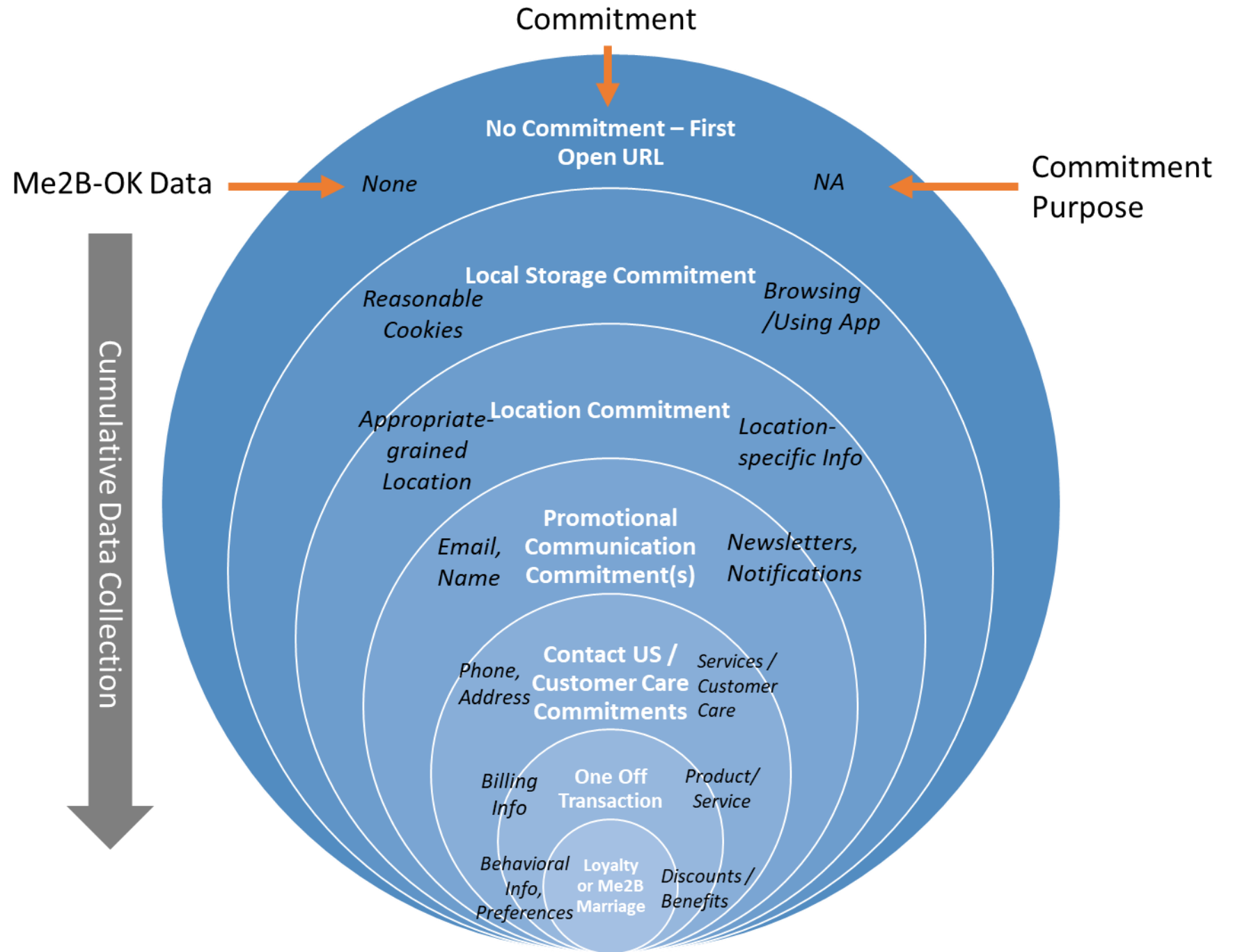
How Commitment Context Appears in the Spec

- 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



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.