

Toward a Vocabulary to Describe Me2B Relationships in the Digital World

12/15/20

W3C Credentials CG



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The mission of the
W3C Credentials Community Group
is to explore the
creation, storage, presentation,
verification, and user control of
credentials.

Agenda

- The Me2B Alliance & Ethical Foundation
- Me2B Relationships in the Digital World
- The Me2B Relationship Lifecycle, Me2B Commitments & Me2B Deals
- Me2B & Credentials

**Our
Ethos**

Respectful technology
is better for **both**
Me-s and B-s.

Our Mission

Growing the availability of
respectful technology choices
through measurement and
awareness
for a **safe** and **just** digital
world.

Market creation through measurement & consumer awareness



We're like an
independent crash testing institute
for connected technology.

**Our ethical north star:
behaviors of healthy human
relationships.**

Me2B Rules of Engagement

- **Freedom**
We agree to not coerce or manipulate each other.
- **Respect of Boundaries**
We agree to respect each other's personal boundaries, including...
- **Respectful Defaults**
In the absence of stated preferences, we default to the most conservative behavior.
- **Fairness & Non-exploitation**
We agree to treat each other fairly and not exploit things that are shared.
- **Good Communication**
We agree to be forthright, honest and clear in our
- **Non-Harming**
We agree to not willfully harm one another.
- **Problem Solving & Accountability**
We agree to respectful, collaborative, and fair prob



Apply to
Products/
Services

The Me- Manifesto (new)

- **We assert our rights** | No using, collecting, storing, sharing, computing or deriving information about me without a Me2B "Marriage".
- **I'm in charge** | I'm in charge of my Me2B Commitments with products and services.
- **We play nice** | We agree to play nice, according to the Rules of Engagement. Doing so is a win/win—it builds trust and deepens the value of our Me2B Relationship.

* It's Really “We”

- The Me2B ethos isn't individualistic.
- It recognizes our interdependence
Worldwide Web of Wellbeing (W4C?)
- Healthy societies need respectful
relationships at all levels
- Including a planetary level
We must also respect our planet

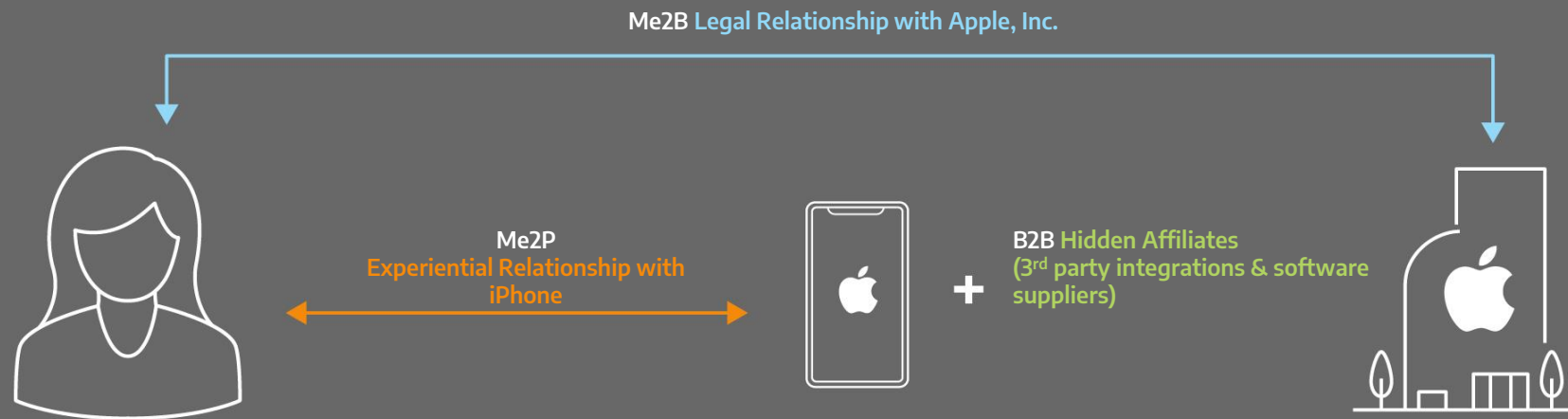
Me2B Relationships in the Digital World

Me2B Relationship in the Digital World

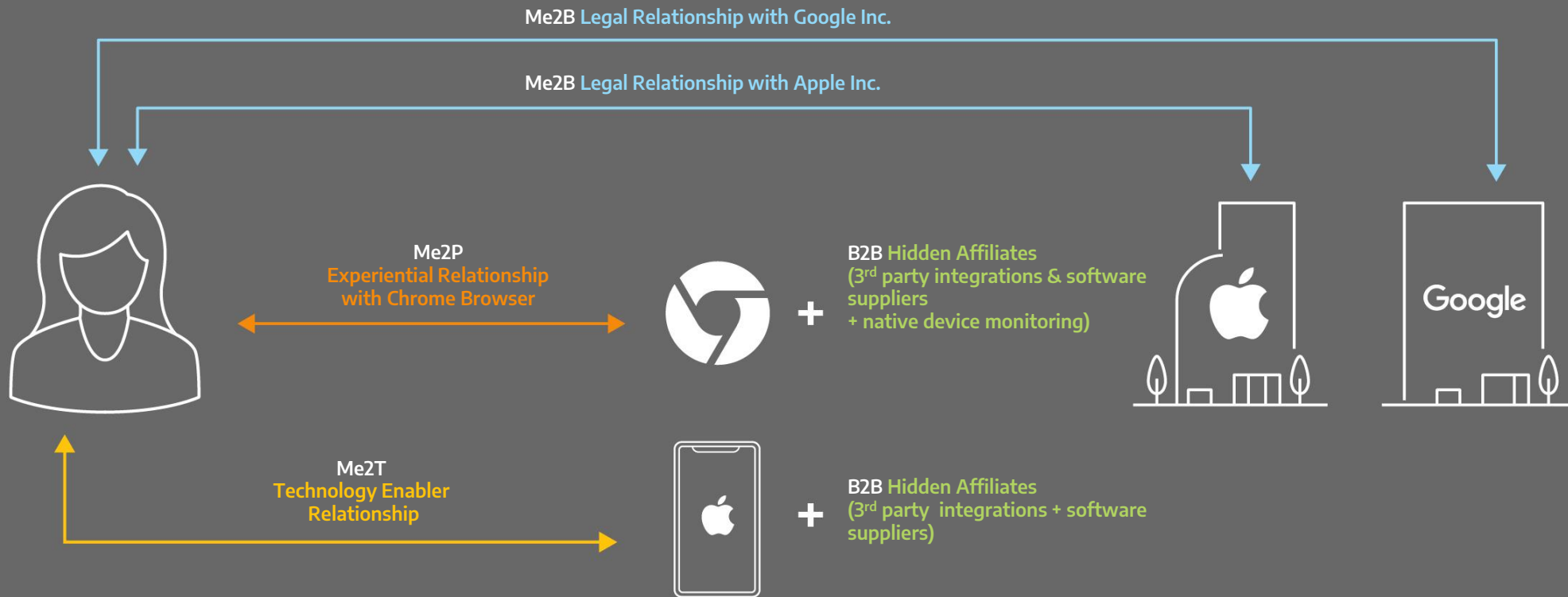
- The deliberate relationship I have with a business as experienced through **multiple touchpoints**:
 - Interaction with the **business**
 - Required legal agreement establishment and maintenance
 - Customer Care
 - Interaction with a particular brand of the business, as embodied through **connected products & services**:
 - Brand website
 - Brand app
 - Branded connected device

The Me2B Relationship is
layered.

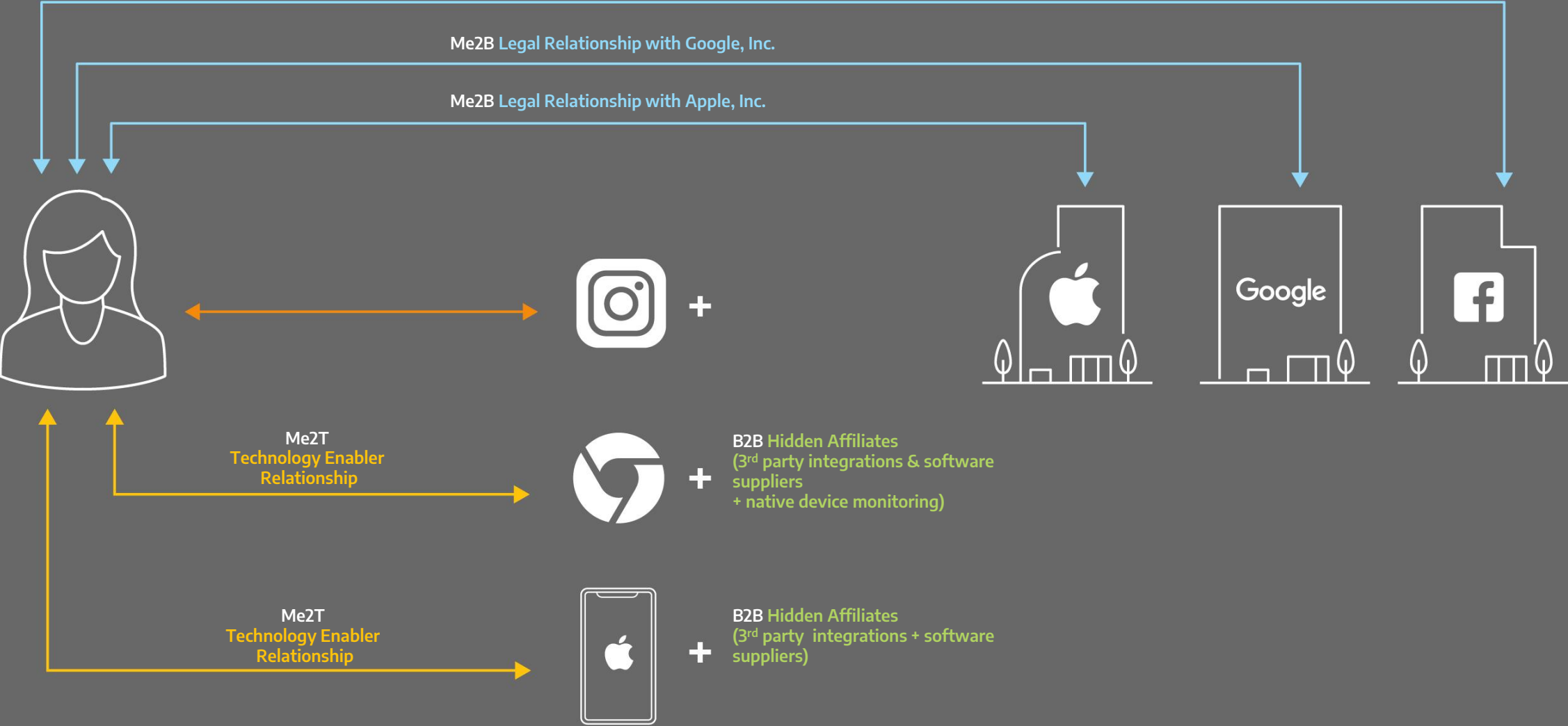
Me2B Relationship Layers



Me2B Relationship Layers




Me2B Relationship Layers




Who's the B?

Instagram

Sign up to see photos and videos from your friends.


 Log in with Facebook

OR

Mobile Number or Email 

Full Name

Username

Password  Show

Sign up

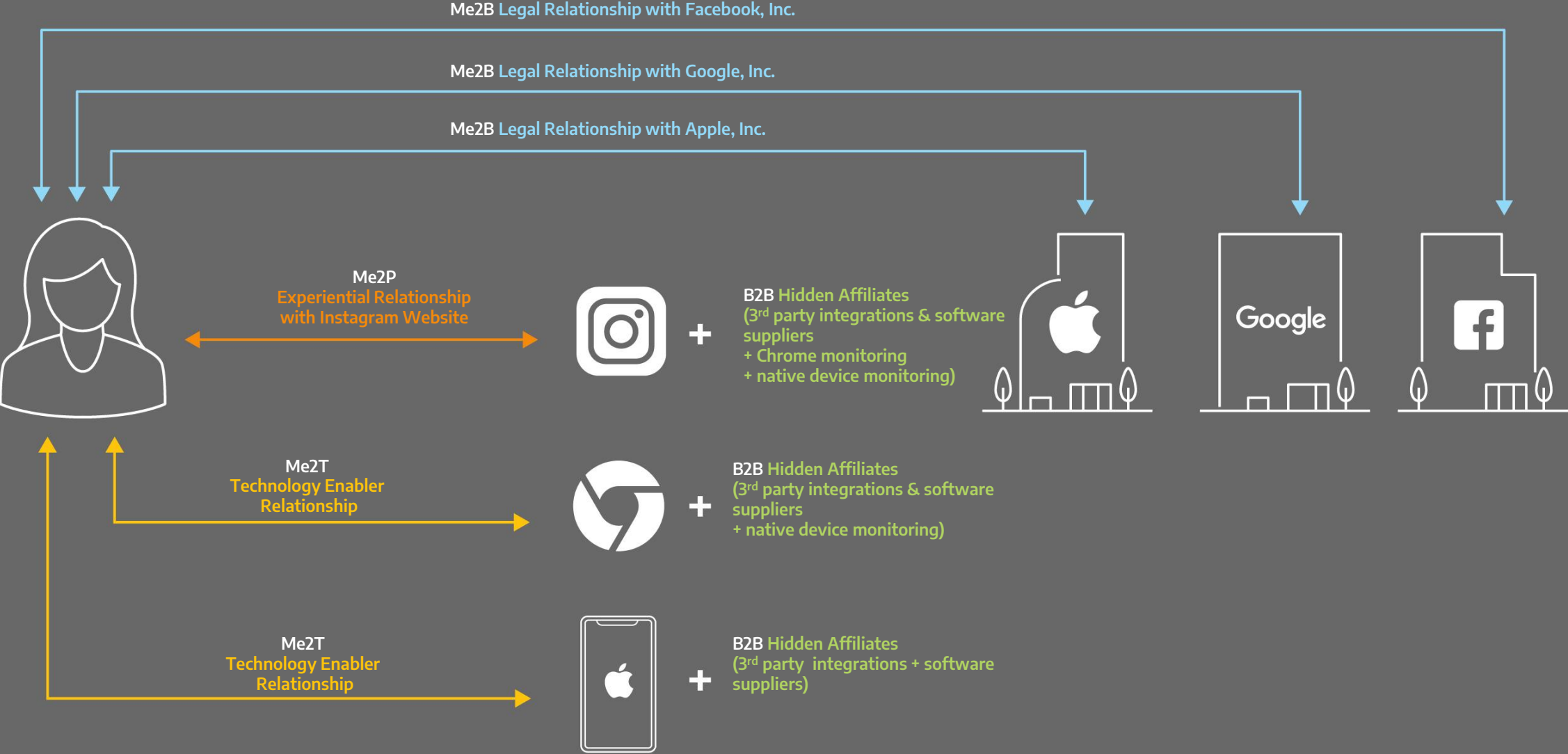
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Me2B Relationship Layers

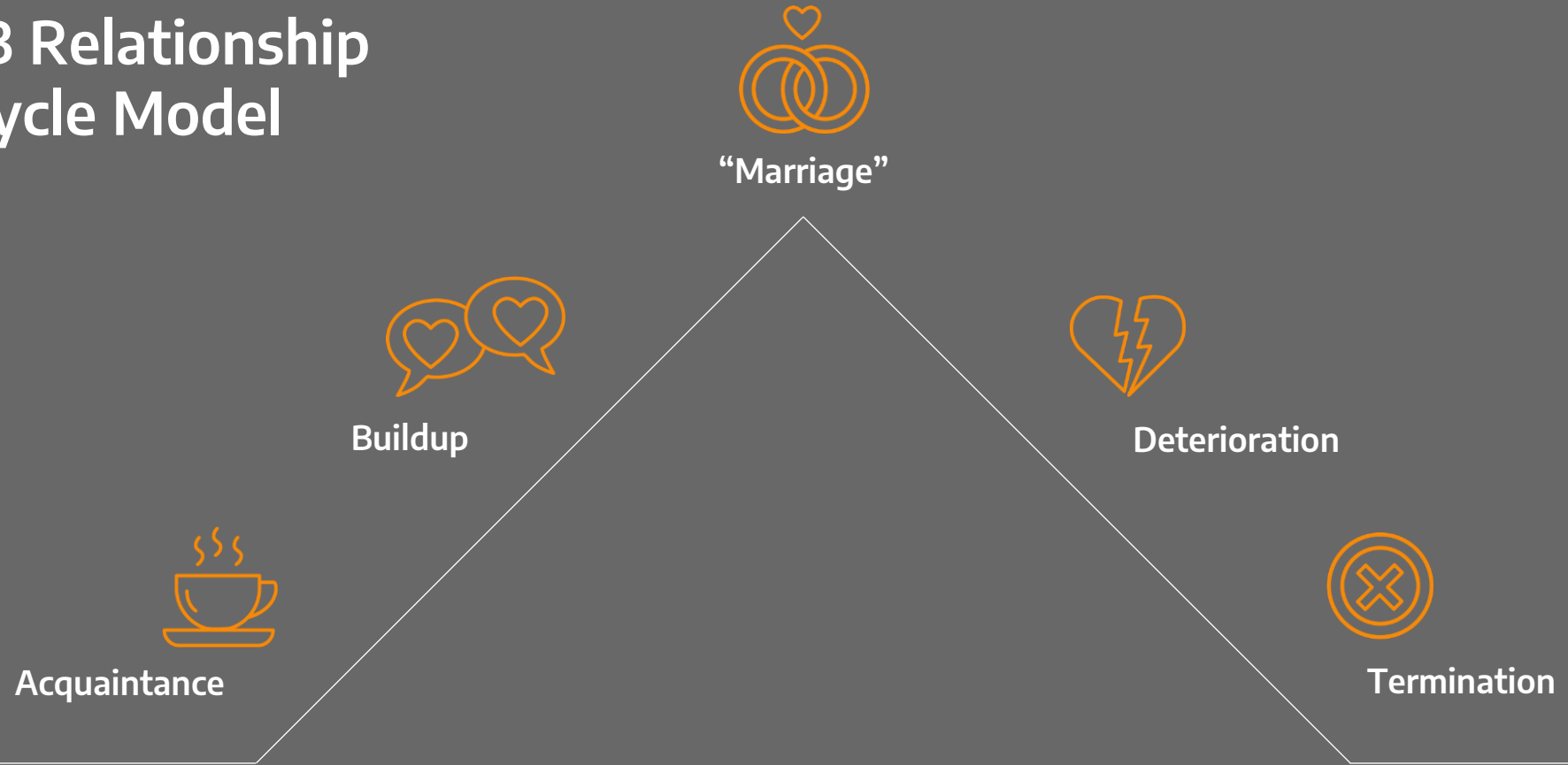


“Me2B” covers
all of the layered
relationships & touchpoints.

Because all the touchpoints
should be
respectful.

Me2B Relationship Lifecycle, Me2B Commitments, & the Me2B Deal






Me2B Relationship Lifecycle Model



Me2B Relationship Lifecycle Model

	 Acquaintance	 Buildup	 Marriage	 Deterioration	 Termination
Physical World	I'm going to go into the place and check it out.	Yeah, I like it. I'm going to buy something here.	I'm a regular shopper/patron.	I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.	I don't go there anymore.

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Digital World	I want to do X online.	I explore a website or download an app and play with it.	I regularly use the service. I like it, so I create an account.	I'm using the service less —for whatever reasons.	I no longer use or even open the website/app. I delete my account.

(No relationship is ever this clean, and no model is ever perfect.
It's just a tool to help us apply social norms to digital Me2B Commitments.)

Within this digital Me2B Relationship
Lifecycle there can be multiple
Me2B Commitments.

Spectrum of Me2B Commitments






- No-Commitment – first open
- Cookie Consent (aka Consented Pseudonymous Commitment)
- Location Consent
- Promotional Communication Commitment
- Loyalty Program Commitment
- One-off Transaction
- Me2B "Marriage"



I'm in
control

A digital Me2B “Marriage”
begins when the individual
establishes an account.

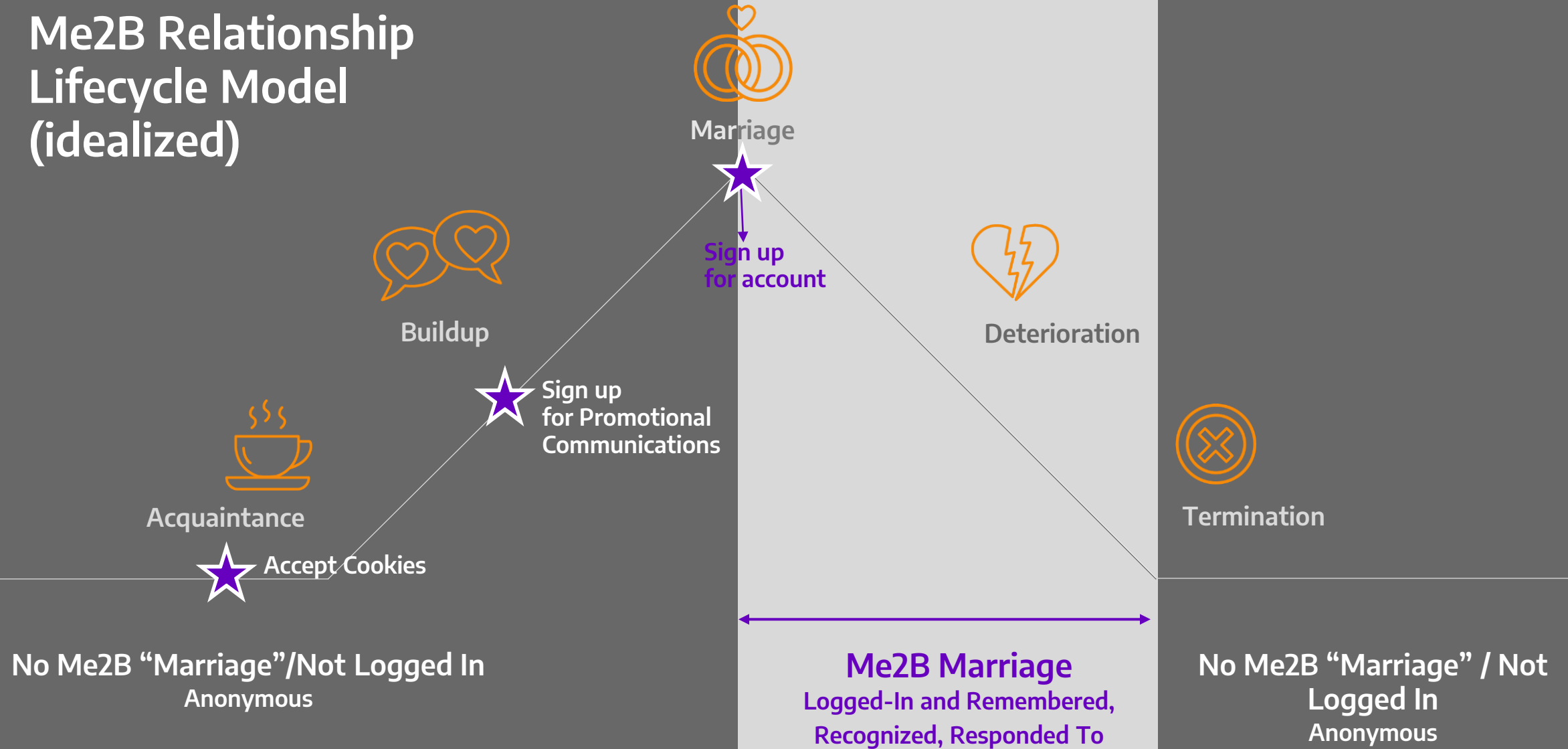
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Me2B
“Marriage”
Start

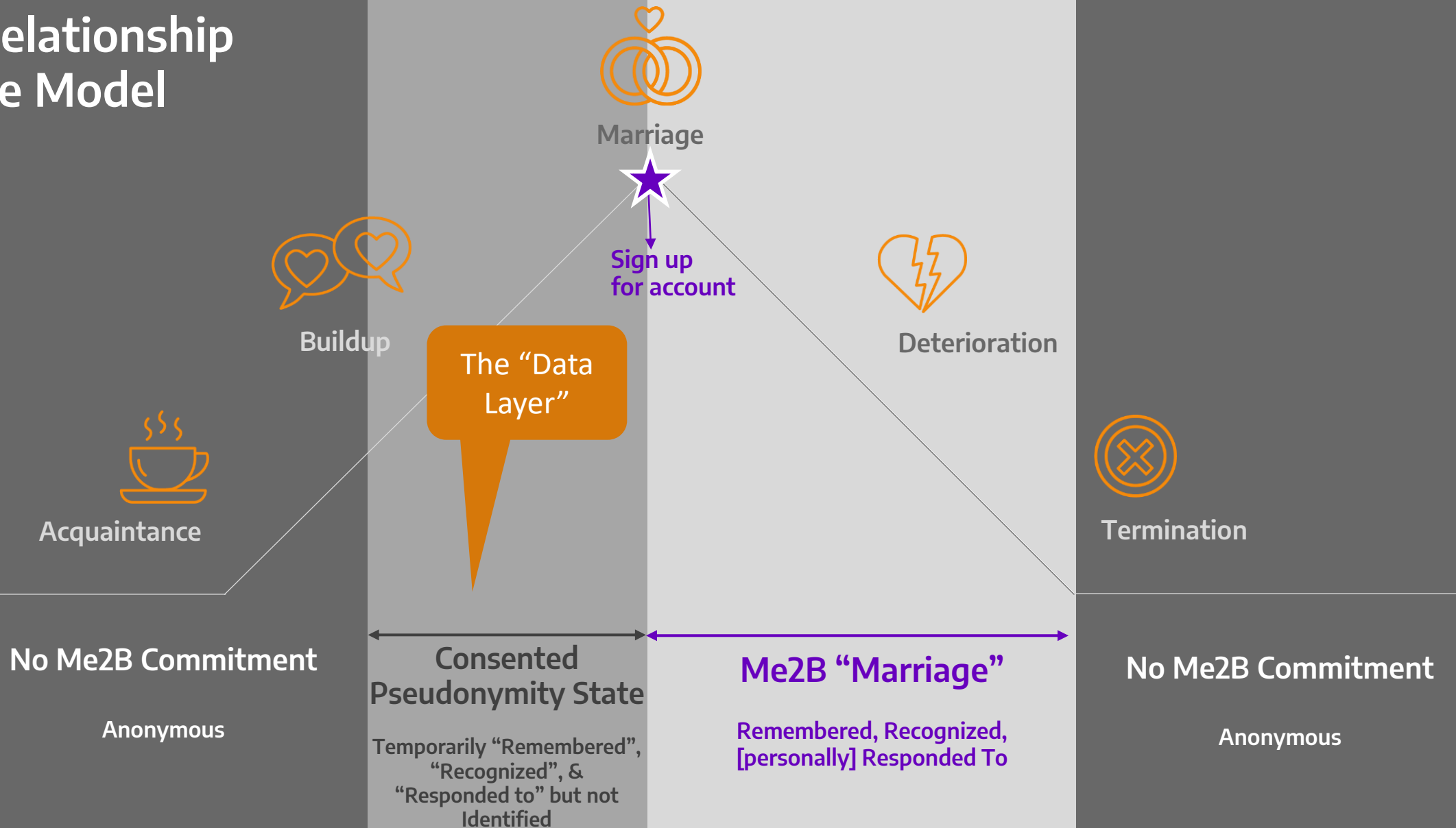
Me2B
“Marriage”
End

Me2B Relationship Lifecycle Model (idealized)

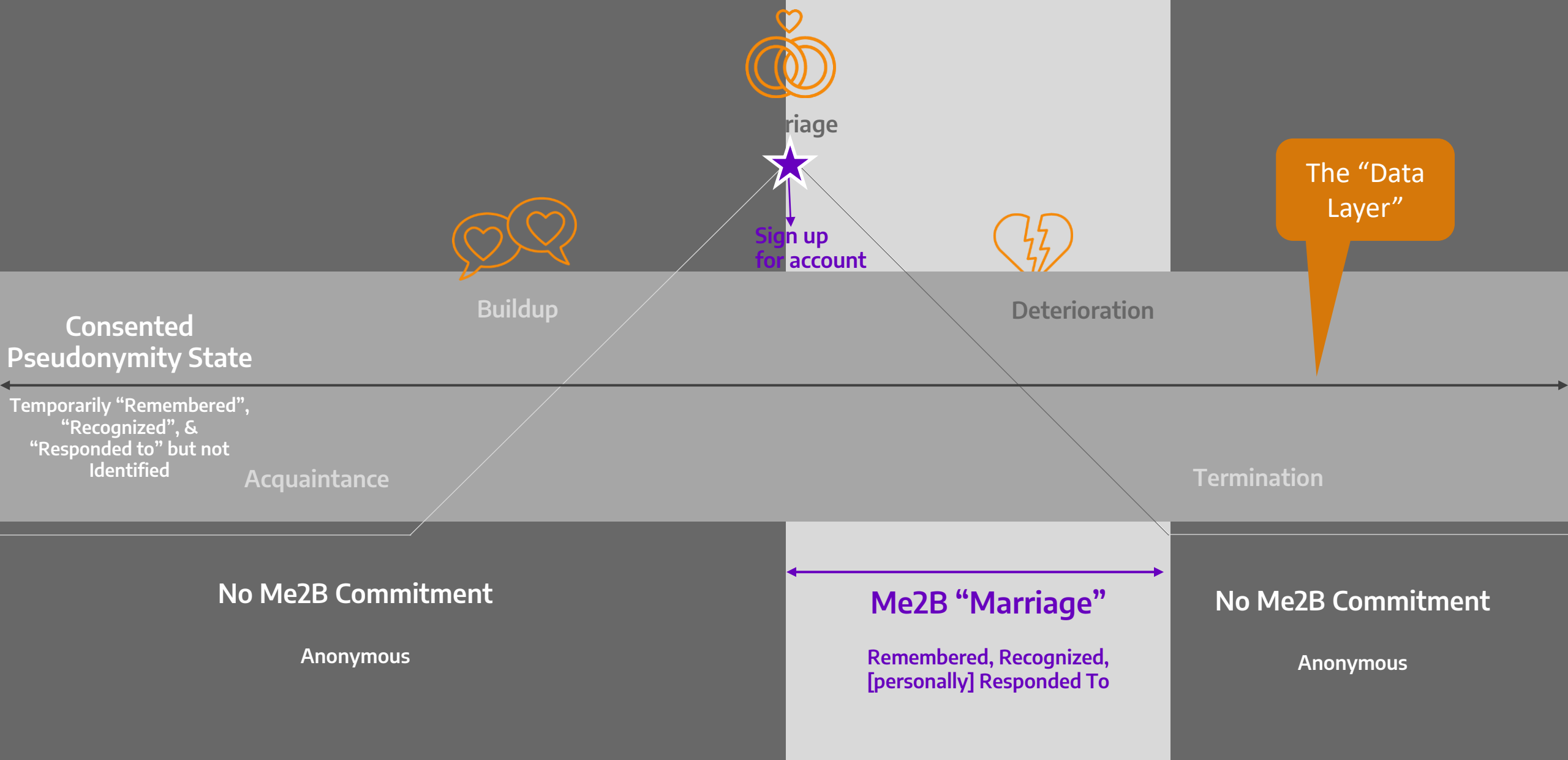


But it's
complicated.

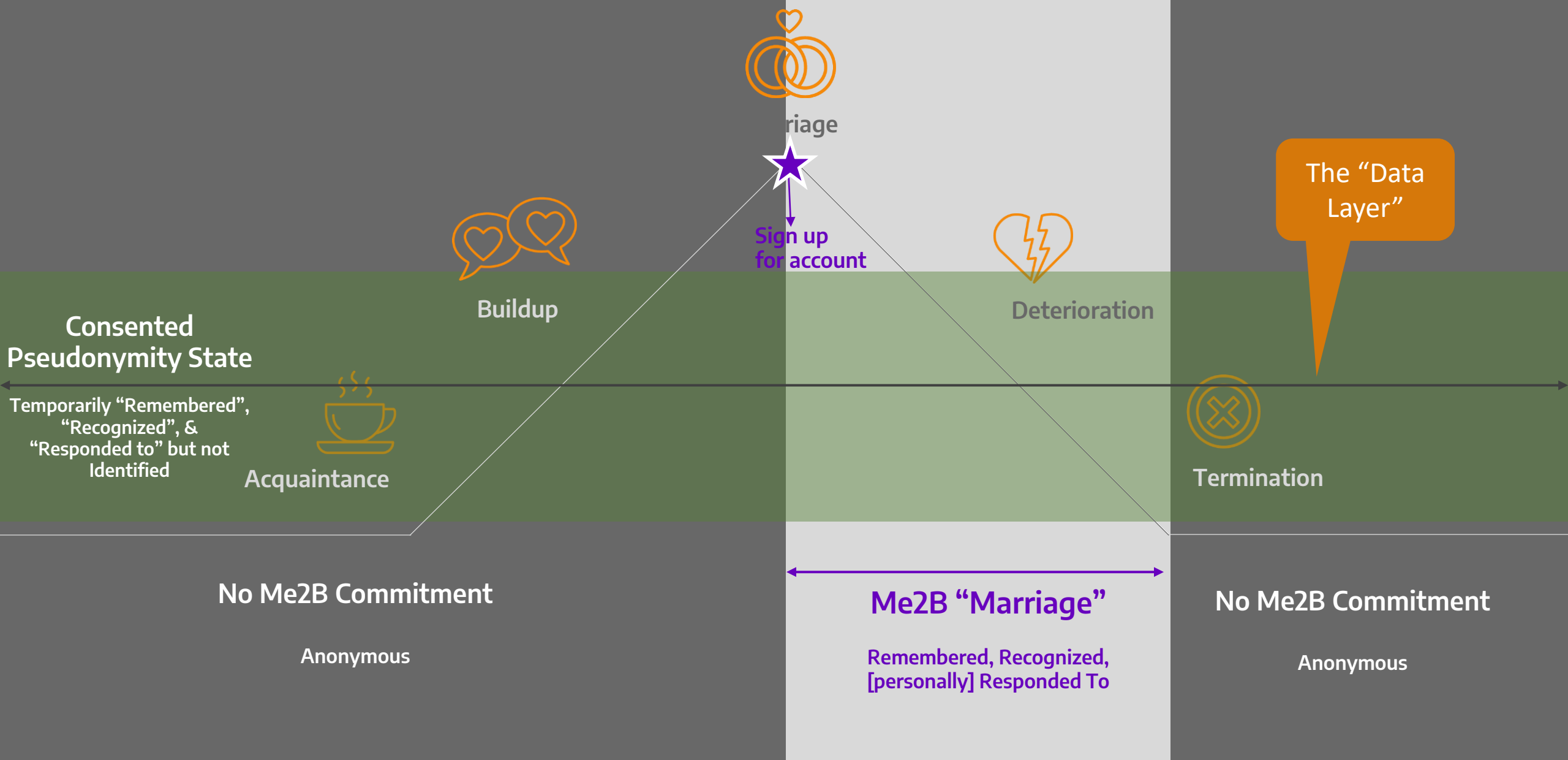
Me2B Relationship Lifecycle Model



Me2B Relationship Lifecycle Model



Me2B Relationship Lifecycle Model



Me2B Deal

- For every Me2B Commitment, there is a Me2B Deal
 - *What am I giving and what am I getting?*
 - Fair value given for fair value received
- Every Me2B Commitment has a personal quid pro quo calculus
 - *Do I trust the B with this information?*
 - *Is it a fair exchange?*






Credentials and Me2B

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An orange starburst graphic with multiple points, containing the text "I'm in charge" in white.

I'm in
charge

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Digital World	I want to do X online.	I explore a website or download an app and play with it.	I regularly use the service. I like it, so I create an account.	I'm using the service less —for whatever reasons.	I no longer use or hope
Me2B	I'm anonymous until I say otherwise.	I can transact without being forced into a Me2B Commitment.	I decide to start a Me2B "Marriage". I can BYOID and privacy terms & permissions.	I can report problems with impunity; problems are readily resolved.	



Questions

- What are credentials in the context of the Me2B Marriage?
Credentials vs. Identifiers
- Credentials vs. 1st and 3rd party-created user identifiers?
 - 1st party for ongoing data collection, correlation & personalization
 - 3rd party universal/cross platform IDs for ad-tech/mar-tech

Thank you!



www.Me2Ba.org