Identification Minimization & Other Principles of Respectful Technology
Our Mission

Creating a **safe** and **just** digital world through standards development and independent product testing.
The Me2B Relationship context is key
Context:
- Human
- Human Rights
  - Privacy
  - Freedom

Context:
- User of B’s technology
- “User-of”
- “Customer-of”

Context:
- Type of Industry
- Type of Service
- Corporate Regulations
The Relationship is dynamic.
The Me2B Relationship context is key.

The Me2B Relationship context changes over time.
**Time 0**

**Context:**
- Human
- Human Rights
  - Privacy
  - Freedom

**Context:**
- Not yet a customer / user

**Context:**
- Type of Industry
- Type of Service
- Corporate Regulations
Relationship Lifecycle Model

- Acquaintance
- Buildup
- Commitment
- Deterioration
- End
Me2B Relationship Lifecycle Model

- Acquaintance
- Buildup
- Marriage
- Deterioration
- Termination
Digital Me2B Lifecycle

Legend
🌟 = Me2B Commitment

Sign up for Promotional Communications
Sign up for Loyalty Program
Me2B Marriage
Deterioration
Termination

Accept Cookies
Location Consent

Anonymous
Recognized
Known
Anonymous

Acquaintance
Buildup
One-off Transaction

Close Account
Attributes of Respectful Me2B Commitments
Attributes of Respectful Me2B Commitments

- Me2B Alliance formal Recommendation
  - Measuring the behavior of technology
- Publishing soon
- List of 10 attributes
- Each commitment in the website or app is tested against each attribute
- Multiple tests per attribute
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 Behavior
7. Data Processing Complies with Data Subject’s Privacy Preferences & Permissions
9. Reasonable Commitment Duration
10. Commitment Termination or Change Behavior
Identification Minimization

Any kind of identification performed must be proportional to the particular Me2B Commitment. Thus, the software must collect only the minimum set of identity attributes necessary to uniquely identify an individual as needed for the particular Me2B Commitment.
Thank You!

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Me2B Alliance