



EXAMPLES OF DRAFTING WORK FOR ITEGA – ITEMS TO BE PART OF ITS GOVERNANCE ROLE

A. WHAT RULES MUST BE WRITTEN TO GOVERN:

1. Definition and attributes of user identity
2. Privacy-by-design profile sharing and anonymization
3. Requirements for shared-user authentication and access rights
4. Enrollment/registration processes that screen (and protect) users
5. User-created and updatable profiles of preferences, interests and demographics
6. Permissions and restrictions on use and caching of profiles and attributes
7. Certification of trusted presenters, providers and participants
8. Use, ownership and custodianship of personal identifying information (PII)
9. Framework for valuing permissioned exchange of PII
10. Establish an enforcement and disciplinary process to ensure members and affiliates operate within the rules.
11. The responsibilities of members and vendors to the operation of the ITE

B. WHAT PROTOCOLS MUST BE WRITTEN TO SPECIFY:

1. Transfer of specific information across the public TCP/IP network (Internet) among and between (a) diverse point-of-service (POS) devices, such as laptops, smartphones and tablets and (b) Exchange members, including content providers (CP) and end-user service providers (USP).
2. Federated (shared) use authentication among member services
3. Creation of secure credentialing with user-set privacy levels
4. Operation of server software for single sign-on/content vending/logging capability run by or for participating member services
5. Matching of dynamically-specified buyer interests with customized seller offerings
6. Transparent payment capability with user-specified ways to pay
7. Rewards that can be collected among user-specified provider participants
8. Copyright/syndication payment exchange and settlement
9. Visa-like payment engine/network/capability to slice-and-dice payments, establish and enforce rules, handle problems, service customers, provide reports, administer licenses/IP, etc
10. End-user billing and charging
11. Control by users over a digital identity with respect to accessing, sharing and purchasing news and information content, and other users.