



itega.org

MISSION

The Information Trust Exchange Governing Association (ITEGA) provides Internet stakeholders a forum to convene, develop and implement governing protocols and business rules for protecting and balancing trust, privacy, identity and information commerce. It is a U.S. tax-exempt 501(c)(3) public-benefit corporation.

Its activities seek to:

- **PRIVACY** — Help public users regained control of their privacy and identity. Individuals' security and privacy on the Internet are fundamental and must not be treated as optional. When users share information about themselves they need to do it voluntarily and know what they are sharing and who they are sharing it to or with.
- **PERSONALIZATION** — Help quality publishers, broadcasters and digital content services to improve the relevance and value of advertising and news in part through deeper knowledge about their users' collective interests. Commercial involvement in the development of the Internet brings many benefits; a balance between commercial profit and public benefit is critical.
- **PAYMENT** — Create a public-interest internet ecosystem where an individual "fast pass" to trustworthy information — by subscription or by click — is possible without a required dependence upon one commercial platform.

Journalism worldwide is under financial pressure as the advertising which supported it migrates from print to digital and, on digital, to mobile and web platforms managed primarily by Facebook and Google. To sustain journalism's values, principles and purposes, there is a critical need for new infrastructure and business model innovation. Publishers are looking for ways to re-assert a close, "first-party" relationship with users/viewers/readers and to help users manage their "personas" — their digital identity.

ITEGA's operating tasks are to define, guide and govern a layer of Internet business rules and network protocols for sharing user authentication, profiles, advertising, subscription and copyright payments and billing — as [ICANN](http://icann.org) does for domain names. It's a "[NetGain](#)"-style initiative to help:

- Users regain control over their privacy and identity
- Publishers to improve the relevance and value of advertising
- Create platforms that could allow a “fast-pass for news” (and other information) across the Internet.

Our first two efforts:

- Help publishers understand the impact of user-data leakage and the opportunity to encourage users to install tracking protection.
- Deploy a proof-of-concept for a first-party-user-data exchange that would be privacy-by-design.

Long term, we want ITEGA-certified networks to support single sign-on, sharing of value (payments for content, advertising, etc.) and site access control through sharing of user permissions and attributes. And we intend that network-type rules and protocols (probably open source), will be controlled and governed by this non-profit, non-governmental organization.

By enabling digital content and ad-exchange payment services, fee and member revenue to ITEGA might grow to support such things as:

- Grants for non-profit, professional, public-interest journalism
- Digital library-pass access grants to promote literacy and inclusion and
- A “Report for America”-style initiative supporting participatory and local media

The [ITE project](#) has been incubated by the [Donald W. Reynolds Journalism Institute](#) at the Missouri School of Journalism. The independent non-profit, member association, the [Information Trust Exchange Governing Association](#), was incorporated Jan. 30, 2017.



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EXCERPT FROM CORPORATE BYLAWS
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The corporation is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the California Nonprofit Public Benefit Corporation Law. Its general purpose is to pursue the charitable and public purposes of lessening the burdens of government and promoting the global public interest in the operational stability of the Internet, and advancing the values, principles and purposes of journalism supporting democracies and open societies.

In particular the ITEGA:

1. Helps members of the public to safely manage their privacy, identity and information payments on the Internet;
2. Researches, develops, tests, adopts and promotes technology, protocols, business standards and rules for governing the exchange of information about and for Internet users, their activities and purchases;
3. Owns, manages, performs, licenses, certifies, assigns or oversees functions related to the coordination and value of user-data exchange;
4. Helps to teach, research, promote and sustain the values, principles and purposes of independent, fact-based journalism particularly in the service of democracies and open societies;
5. Facilitates open and public access to digital information;
6. Helps preserve and enhance the operational stability, reliability, security and global interoperability of the Internet;
7. Where feasible and appropriate, depends on market mechanisms to promote and sustain a competitive information environment;
8. Introduces and promotes competition in the exchange and management of public user data and value exchange where practicable and beneficial in the public interest; and
9. Engages in other related lawful activity in furtherance of items 1-8, above.