**Infotrust eXchange**

**THE INFORMATION TRUST EXCHANGE**
**Trust, identity, privacy, personalization,**
**content and user sharing for the news industry**

**TASK GROUP ON**
**USER DATA AND PRIVACY PREFERENCES EXCHANGE**

# MENU OF SYSTEM DESIGN FEATURES
(discussion draft-rev 06-02-16-BD)

Optional pre-meeting materials you might to consult:

- http://newshare.com/newyork/READING-consumer-user-case.pdf
- http://newshare.com/newyork/READING-dire-straits-winter-wurzer.pdf
- http://newshare.com/newyork/elevator.pdf
- http://newshare.com/newyork/ite-service-design-specifications-v3-09-11-15.pdf

DRAFT ASSERTION OF USER REQUIREMENTS

- Improves discovery, access to trustworthy, relevant information
- Create, manage, share, value "persona"
- Privacy rights understood, respected

DRAFT ASSERTION OF BUSINESS REQUIREMENTS

- Improves user advertising experience (load times, targeting, etc.)
- Organizes, makes transparent,  marketplace for user data exchange
- Helps drive emergence of standards for use data ownership / sharing
- Reduces need/potential for regulatory interventions

CORE FEATURES

1. Single-sign-on facility
2. Data exchange for user-identity information
3. Exchange for advertising and content value ($$$ or other)
4. Ensures market competition on price, service, terms

OTHER POSSIBLE FEATURES

5. User-created and updated profiles of preferences, interests and demographics
6. Ability to match dynamically-specified buyer interests with customized seller offerings

7. Ability to selectively share your interests with colleagues, family or friends
8. Discovery service focused on quality, trusted content, uniformly tagged/identified
9. Allows content owners (publishers) to track and control access to their work
10. Allows each content owner to price their own content for varied uses
11. Allows sale of content on a per-click or subscription basis
12. Allows user to be rewarded for viewing sponsored content
13. Does pre-empt or interfere with each publisher's own "silo" payment strategy
14. Allows content access to be variable depending upon user attributes
15. Allows publisher to apply price to digital content
16. Allows publisher to vary price depending upon use or user or time
17. Allows publisher to allow access based upon variable subscription rights
18. Exchange does not play any role in setting pricing or commercial service offerings, just transferring data about them. *(i.e., "managing the marketplace")*

PROPOSED SERVICE REQUIREMENTS

1. No permanent, central names/identity database
2. Goal of compatibility with existing user data management systems
3. User has priority control over adding, removing, changing personal attributes
4. Supports plurality of both service and content providers
5. Variable trust/security levels consistent with financial value at stake
6. Capable of welcoming/cross-authenticating users from existing academic, commerce, government networks
7. Must facilitate sharing/aggregation of user attributes, *where permissioned by user*, for real-time ad serving (in principle no different than accessing other content; the ad server is a "content provider" who must be a member of the ITE).
8. Must enable periodic aggregation and settlement of access and payment records
9. Exchange does not play any role in setting pricing or commercial service offerings, just transferring data about them. *(i.e., "managing the marketplace")*

MINIMUM ATTRIBUTES EXCHANGE

2) EITHER / Dynamic (temporary) caching at auth service of user attributes, such as:
   -- First name saluation (if permissioned)
   -- Zip code (if permissioned)
   -- "Home base" unique identifier
   -- Subscription identifier(s)
   -- Credit auth. for single-item purchase (decrementable by auth service)
   -- What else?

3) OR / Access key to user attributes stored at service provider
   -- Similar attributes as above

4) Provision(s) for real-time sharing –- for customization/personalization of services –- of user profiles, preferences, permissions among system and content providers (including advertisers) who are certified ITE system members.

Logging by "central shared service" of user events/activities within network including specific attributes necessary for off-line aggregation and distribution of payments/charges. *(Design goal: This happens without PII, just a alphaneumeric user ID that is opaque to all parts of the system except the user's identity service provider ("home base.")*

PROPOSED PROOF-OF-CONCEPT DEPLOYMENT DESIGN (as of June, 2016):
http://newshare.com/ite-tech/ite-prototype-pilot-protocol-06-02-16.pdf