INFORMATION TRUST EXCHANGE

WORKING PROPOSAL FOR USER PROFILE ATTRIBUTES

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(R=required, o=optional)			
Preliminary -- to be conformed with http://schema.org/Person			
https://docs.google.com/spreadsheets/d/1i-7tEBGwqa7IUyFoworLEl4xIg1QeK_ryfVELS7NCbE/edit#gid=487804185			
field name	**type**	**R or O**	Notes (examples of topical interests, which can be selected by publisher. ITGA taxonomy might initially support between 150 and 200).

A. -- IDENTITY ATTRIBUTES

A.1. -- REQUIRED USER-SUPPLIED ATTRIBUTES

field name	type	R or O	Notes
email address (record key)	text	R	used for identity login; subject to email or SMS confirmation
zipcode / postal code	text	R	used for basic personalization
timezone	num	R	Global time zone (personalization alternate absent zip/postal)

A.2. -- SYSTEM-ASSIGNED NETWORK ATTRIBUTES

field name	type	R or O	Notes
UserID and record key	text	R	UserID+ProviderID+GroupID constructs globally unique ID; may be encrypted and opaque to advertisers and third-party publishers
ProviderID	num	R	Globally unique ID of the service provider managing user's ITE informal profile ("persona"). Combined into user record key. Also k nown as PubMbrID
GroupID	num	o	A globally unique number associated with one or more customer or user groups that affect access to or pricing for content or authority to serve types of content. Taxonomy TBD.

A. 3. -- OPTIONAL USER-SUPPLIED PERSONAL IDENTIFYING ATTRIBUTES

User first name	text	o			
User last name	text	o			
date of birth	num	o	choice to give absolute date or age range		
sex	text	o	M F or D=declined or no answer		
language	text	o	Primary language preference		
address1	text	o			
address2	text	o			
city	text	o			
state	text	o			
phone	text	o	Field should include flag for whether SMS enabled		
subscriber type	text	o	p=print d=digital a=all n=nonsub		
household size	num	o	number of people in household		
marital status	alpha	o	yes no or U=unknown D=declined or no answer		
household income	num	o	if available		
education level	alpha	o	1-12 16 or more if graduate		
employment type	alpha	o	some standard way to categorize		
A.4. - EXPRESSED IDENTITIES			all ranked 1-5 in terms of importance within each are a set of interests		
Better Society	alpha	o	breakthrough ideas, eplearning, education policy, IT for a better world, social investing, changing corp. culture, education, educational technology, mobile-learning, teaching and training		
Earth & Energy	alpha	o	clean air, earth justice, energy resources, maps & exploration, sustainability, climate change, earth news, forests & conservation, oceans		
Home & Family	alpha	o	alpha mom, gardening, natural mama, cycling, having children, weddings		
Science Explorer	alpha	o	aeerospace, best of science, genomics, science news, astronomy, biotech, neuroscience		
Spiritual Seeker	alpha	o	GPS for the soul, religion news, psychology, spirituality & values		
Entrepreneur	alpha	o	lean enterprise, small business, visions & visionaries, media and advertising, start-ups		

Money Smart	alpha	o	Business, increasing productivity, markets, real estate, your money, financial news, insurance, money management, the economy		
Arts	alpha	o	arts & humanities, design, photography, books, painting & sculpture, typography		
Food	alpha	o	beer & brewers, good food & drink, cooking		
Games & Hobbies	alpha		car & driver, humor & comedians, games, woodworking		
Music / Live Performance	alpha	o	classical music, jazz, rock-pop-folk, world music, concerts, music news, uban music		
Sports	alpha	o	baseball, football, basketball, hockey, soccer		
Today's Generation	alpha	o	electronic dance music, teen news, MTV		
American Politics	alpha	o	by source -- selected by publisher		
Headline News	alpha	o	by source -- selected by publisher		
Human Interest	alpha		crime, good news, weird news, disasters, news oddities		
Local Community	alpha	o	topics determined by publisher		
Living Digitally	alpha	o	Digital clture, internet of things, must-have devices, open internet, social media, werable tech, enterprise mobility, make-it-yourself tech, online learning, security and privacy, technology innovation.		
Looking Good	alpha	o	accessories, fashion & style, fashion shows, men's style, eyes and makeup, fashion media, footwear		
Self Improvement	alpha	o	college, diet trends, fifty plus, health care, triathlon, your lifespan, cycling, education, fitness & nutrition, health research, your health.		

B. -- SERVICE-PREFERENCE-LEVEL ATTRIBUTE FIELDS

Service Provider UserID	num	o	ITE-assigned globally unique ID of ITE member that the user is registered with. Combined into user record key.		
		o			
Session Number	num	o	Incremented and sent by the service provider whenever user data is provided to the ITE dynamic session database operated by a Data Aggregator.		
Current number of authentications	num	o	Saved by the service provider / future use		

Parental control flag	alpha		Allows service provider to offer parental control ratings which may be voluntarily respected by info-vending websites.		
Do Not Track	num	o	Do Not Track flag read from user's designated browser		
Full ads / limited ads / no ads	alpha	o	Future use / allows advertising intrusiveness preferences to be sent by the user to be optionally respected by content providers. Extends "Do Not Track" browser flag.		
Pricing query threshhold	num	o	Maximum amount in local currency of the service provider above which a user must give real-time consent before purchasing a digital object.		
Customer-Group code	num	o	A globally unique number associated with one or more customer or user groups that affect access to or pricing for content or authority to serve types of content. Taxonomy TBD.		
Service-class designator	num	o	A decimal figure indicating the percentage by which user's service provider wishes to "mark up to retail" the wholesale cost of a digital object, in order to show retail pricing to the user		
Session start time	num	o	Sent by the service provider at the start of an authentication		
Privacy Preference Flag	num	o	Four digits in this field. First one turns anonymous identity tag sharing on/off (zip code); Second one turns service tags on or off; third turns buyer tags on or off. Fourth defines classes of membership who can receive the information: Publishers, advertisers or user owners. Placeholder for discussion. A lot of thought needs to go into this -- this is just placeholding ideas.		

C. -- BUYER INTENTION TAGS -

	Y or N		For future use. Some ITE operators may wish to allow users to toggle on or off their receptivity or refusal of specific advertising or offers. ITE would not "police" this, but just enable the practice in a standard way. Listed below are a few examples of likely markets where this would be used.		

Appliances	o			
Automotive-Autos	o			
Automotive-RV	o			
Automotive-Tires	o			
Automotive-Trucks				
Clothing-Business	o			
Clothing-Fashion	o			
Clothing-Outerware	o			
Clothing-Shoes	o			
Education	o			
Employment-Positions				
Employment-Training	o			
Entertainment-Movies	o			
Entertainment-Music	o			
Entertainment-Performance	o			
Family-Children	o			
Financial	o			
Furniture	o			
Homes-Buying-Selling	o			
Homes-Improvement	o			
Jewelry	o			
Mobile Phones	o			
Office Supplies				
Recreation-Hiking	o			
Recreation-Sports	o			
Recreation-Water	o			
Restaurant	o			
Retail	o			
Skiing				
Technology	o			
Travel-Lodging	o			
Travel-Vacation	o			
Travel-Working	o			