

INFORMATION TRUST EXCHANGE GOVERNING ASSOCIATION				
Prototype User Data Exchange Service				
END-USER PROFILE ATTRIBUTES				
IDENTITY SERVICE PROVIDER: Clickshare Service Corp.				
PROFILE USAGE AGENT: Taxonometrics Inc. / LifeStream				
	Clickshare Attribute	JSON Type	Example	LifeStream captures and Transmits
<i>user info</i>				
1	email	String		yes
2	honorific	String	Mr. Mrs. . . .	no
3	nameFirst			yes
4	nameMiddle			no
5	nameLast			yes
6	birthdate	String/ISO		no
7	employer	String		no
8	phone			no
9	phoneType	String/Enum	home, mobile . . .	no
10	age	String/Enum	<13, 13-17, 18-24, . . .	user choice
11	gender	String/Enum	male, female, other . . .	user choice
12	maritalStatus	String/Enum	never, married, separated . . .	no
13	isParent	Boolean		no
14	occupation	String		no
15	title	String		no
16	income	String/Enum	<20K, 20-34K, 25-49K . . .	no
17	education	String/Enum	primary, secondary, postSecondary	no
18	employment	String/Enum	notEmployed, looking, partTime, . . .	no
19	addressStreet	String		no
20	addressCity	String		no
21	addressState	String		no
22	addressCountry	String/ISO		no
23	addressPostalCode	String		user choice
24	addressYears	String/Enum	<5, 5-9, 10+	no
25	addressIsOwner	Boolean		no
<i>weighted interest info</i>				
26	aBetterWorkplace	Decimal Value	1.00 > x > 0.00	user choice
27	aBetterWorld	Decimal Value	1.00 > x > 0.00	user choice
28	activistWatch	Decimal Value	1.00 > x > 0.00	user choice
29	agricultureAndFood	Decimal Value	1.00 > x > 0.00	user choice
30	artExhibitions	Decimal Value	1.00 > x > 0.00	user choice
31	astronomy	Decimal Value	1.00 > x > 0.00	user choice
32	bestTravelDestinations	Decimal Value	1.00 > x > 0.00	user choice
33	bigData	Decimal Value	1.00 > x > 0.00	user choice
34	biotech	Decimal Value	1.00 > x > 0.00	user choice
35	breakthroughIdeas	Decimal Value	1.00 > x > 0.00	user choice
36	businessHeadlines	Decimal Value	1.00 > x > 0.00	user choice
37	businessLeadership	Decimal Value	1.00 > x > 0.00	user choice
38	carsAndTrucks	Decimal Value	1.00 > x > 0.00	user choice
39	celebritySightings	Decimal Value	1.00 > x > 0.00	user choice
40	cleanAir	Decimal Value	1.00 > x > 0.00	user choice
41	cleanEnergy	Decimal Value	1.00 > x > 0.00	user choice
42	collegeLife	Decimal Value	1.00 > x > 0.00	user choice
43	communityChange	Decimal Value	1.00 > x > 0.00	user choice
44	cookingAndRecipes	Decimal Value	1.00 > x > 0.00	user choice
45	cuttingEdgeDigital	Decimal Value	1.00 > x > 0.00	user choice
46	debateAndDialogue	Decimal Value	1.00 > x > 0.00	user choice
47	democratOrLiberal	Decimal Value	1.00 > x > 0.00	user choice
48	earthFirst	Decimal Value	1.00 > x > 0.00	user choice
49	educationNews	Decimal Value	1.00 > x > 0.00	user choice

50	electronicDanceMusic	Decimal Value	1.00 > x > 0.00	user choice
51	enduranceSports	Decimal Value	1.00 > x > 0.00	user choice
52	energyPolitics	Decimal Value	1.00 > x > 0.00	user choice
53	environmentalJustice	Decimal Value	1.00 > x > 0.00	user choice
54	executiveNews	Decimal Value	1.00 > x > 0.00	user choice
55	farming	Decimal Value	1.00 > x > 0.00	user choice
56	fashionAccessories	Decimal Value	1.00 > x > 0.00	user choice
57	fashionAndStyle	Decimal Value	1.00 > x > 0.00	user choice
58	fashionShows	Decimal Value	1.00 > x > 0.00	user choice
59	fiftyAndUp	Decimal Value	1.00 > x > 0.00	user choice
60	fineArts	Decimal Value	1.00 > x > 0.00	user choice
61	fitnessAndWellbeing	Decimal Value	1.00 > x > 0.00	user choice
62	foodNews	Decimal Value	1.00 > x > 0.00	user choice
63	footFashion	Decimal Value	1.00 > x > 0.00	user choice
64	forests	Decimal Value	1.00 > x > 0.00	user choice
65	fossilFuel	Decimal Value	1.00 > x > 0.00	user choice
66	futuristicVisions	Decimal Value	1.00 > x > 0.00	user choice
67	gardening	Decimal Value	1.00 > x > 0.00	user choice
68	genderEquality	Decimal Value	1.00 > x > 0.00	user choice
69	goodCompanies	Decimal Value	1.00 > x > 0.00	user choice
70	graphicsAndVisualization	Decimal Value	1.00 > x > 0.00	user choice
71	greenTechNews	Decimal Value	1.00 > x > 0.00	user choice
72	healthAndMedicalNews	Decimal Value	1.00 > x > 0.00	user choice
73	healthInsurance	Decimal Value	1.00 > x > 0.00	user choice
74	healthyFood	Decimal Value	1.00 > x > 0.00	user choice
75	identityProtection	Decimal Value	1.00 > x > 0.00	user choice
76	internetNews	Decimal Value	1.00 > x > 0.00	user choice
77	internetStartups	Decimal Value	1.00 > x > 0.00	user choice
78	kids	Decimal Value	1.00 > x > 0.00	user choice
79	leanEnterprise	Decimal Value	1.00 > x > 0.00	user choice
80	medicalCare	Decimal Value	1.00 > x > 0.00	user choice
81	middleEast	Decimal Value	1.00 > x > 0.00	user choice
82	mindfulLiving	Decimal Value	1.00 > x > 0.00	user choice
83	momsAndDads	Decimal Value	1.00 > x > 0.00	user choice
84	motherEarth	Decimal Value	1.00 > x > 0.00	user choice
85	mtv	Decimal Value	1.00 > x > 0.00	user choice
86	nutrition	Decimal Value	1.00 > x > 0.00	user choice
87	organicFoodAndFarming	Decimal Value	1.00 > x > 0.00	user choice
88	pets	Decimal Value	1.00 > x > 0.00	user choice
89	photography	Decimal Value	1.00 > x > 0.00	user choice
90	politicalCurrents	Decimal Value	1.00 > x > 0.00	user choice
91	politicsAndPoliticians	Decimal Value	1.00 > x > 0.00	user choice
92	politicsOfFood	Decimal Value	1.00 > x > 0.00	user choice
93	progressivePolitics	Decimal Value	1.00 > x > 0.00	user choice
94	protectingTheOceans	Decimal Value	1.00 > x > 0.00	user choice
95	republicanOrConservative	Decimal Value	1.00 > x > 0.00	user choice
96	siliconValley	Decimal Value	1.00 > x > 0.00	user choice
97	smallBusiness	Decimal Value	1.00 > x > 0.00	user choice
98	socialInvesting	Decimal Value	1.00 > x > 0.00	user choice
99	startups	Decimal Value	1.00 > x > 0.00	user choice
100	stayingHealthyAndFit	Decimal Value	1.00 > x > 0.00	user choice
101	teachingProfession	Decimal Value	1.00 > x > 0.00	user choice
102	techNews	Decimal Value	1.00 > x > 0.00	user choice
103	teenNews	Decimal Value	1.00 > x > 0.00	user choice
104	transitPlanning	Decimal Value	1.00 > x > 0.00	user choice
105	urbanPlanning	Decimal Value	1.00 > x > 0.00	user choice
106	userInterfaceDesign	Decimal Value	1.00 > x > 0.00	user choice
107	weightLoss	Decimal Value	1.00 > x > 0.00	user choice
108	worldMusic	Decimal Value	1.00 > x > 0.00	user choice