

Access to abundant, high-quality journalism is vital for a participatory democracy.

The internet promised open, easy access to the information that uniquely matters to us. Today, however, that access is controlled by a few powerful platforms upon which we rely for, well . . . pretty much everything. In exchange, these for-profit platforms control our identity and threaten our privacy. On top of that, quality publishing is suffering a loss of billions in advertising to the platforms and [up to \\$16 billion in ad fraud](#).

No one organization can tackle all of these problems. But we have a collaborative approach that will help support publishing in a user-centric, sustainable way. It can work around these ecosystem problems in an effort to show there is a better way, in hopes that we can change the trajectory we are on.

The **Information Trust Exchange Governing Association (ITEGA.ORG)** offers a different, better tool for providers to share and distribute content that users want. A 501c3 non-profit public-benefit corporation, ITEGA provides common, shared rules and technologies for governing the use of personal data, privacy and identity -- without government regulation or private-platform dominance. End users will be able to choose among many places to manage their personal information, creating a competitive marketplace for privacy and content distribution that is driven by the public interest.

ITEGA will enable content providers to improve the relevance and value of service to end users by:

- Standardizing *opt-in* exchange of user interests for content customization
- Discouraging or prohibiting opaque, back-channel collection and mingling of personal-identifying information
- Making it easier to *accurately* give users the right information at the right time

ITEGA will protect end users' privacy and identity by fostering:

- Standards for user control and anonymization of personal data
- Structures for enforcing privacy promises made by service providers.
- Competitive marketplaces for privacy offers and tools.

"Managing identity and privacy for the public is an important unmet challenge. There is no institution better positioned than local news organizations to provide this service to the public in the context of a trusted third party like ITEGA."

- Douglas K. Smith, Executive Director, Columbia Journalism School's Sulzberger Executive Leadership Program

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