

INFORMATION TRUST EXCHANGE

STANDARD USER PROFILE ATTRIBUTES

DRAFT v3.0 Jan. 30, 2016 / bill densmore / graf mouen

(R=required, O=optional)

Preliminary -- to be conformed with <http://schema.org/Person>

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field name	type	R or	Notes (examples of topical interests, which can be selected by publisher. Taxonomy should have room for between 150 and 200).
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A. -- IDENTITY ATTRIBUTES

A.1. -- REQUIRED USER-SUPPLIED ATTRIBUTES

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

UserID and record key	text	o	UserID+ProviderID+GroupID constructs globally unique ID; may be encrypted and opaque to advertisers and third-party publishers
ProviderID	num		Globally unique ID of the service provider managing user's ITE informal profile ("persona"). Combined into user record key. Also known as PubMbrID
GroupID	num		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 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		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		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		some standard way to categorize

A.4. - EXPRESSED IDENTITIES

all ranked 1-5 in terms of importance
within each are a set of interests
to review: see: <http://lifestreamnews.com>

Better Society	alpha		breakthrough ideas, elearning, education policy, IT for a better world, social investing, changing corp. culture, education, educational technology, mobile-learning, teaching and training		
Earth & Energy			clean air, earth justice, energy resources, maps & exploration, sustainability, climate change, earth news, forests & conservation, oceans		
Home & Family			alpha mom, gardening, natural mama, cycling, having children, weddings		
Science Explorer			aerospace, best of science, genomics, science news, astronomy, biotech, neuroscience		
Spiritual Seeker			GPS for the soul, religion news, psychology, spirituality & values		
Entrepreneur			lean enterprise, small business, visions & visionaries, media and advertising, start-ups		
Money Smart			Business, increasing productivity, markets, real estate, your money, financial news, insurance, money management, the economy		
Arts			arts & humanities, design, photography, books, painting & sculpture, typography		
Food			beer & brewers, good food & drink, cooking		
Games & Hobbies			car & driver, humor & comedians, games, woodworking		
Music / Live Performance			classical music, jazz, rock-pop-folk, world music, concerts, music news, urban music		
Sports			baseball, football, basketball, hockey, soccer		
Today's Generation			electronic dance music, teen news, MTV		
American Politics			by source -- selected by publisher		
Headline News			by source -- selected by publisher		
Human Interest			crime, good news, weird news, disasters, news oddities		
Local Community			topics determined by publisher		
Living Digitally			Digital culture, internet of things, must-have devices, open internet, social media, wearable tech, enterprise mobility, make-it-yourself tech, online learning, security and privacy, technology innovation.		
Looking Good			accessories, fashion & style, fashion shows, men's style, eyes and makeup, fashion media, footwear		
Self Improvement			college, diet trends, fifty plus, health care, triathlon, your lifespan, cycling, education, fitness & nutrition, health research, your health.		
B. -- PREFERENCE-LEVEL ATTRIBUTE FIELDS					
subscriber UNIQUE record key	text	o	Same as above / contains country code, service provider code and then a unique user alphanumeric assigned by service provider. Known only to the service provider and the ITE network; either by virtue of being encrypted, or by not being sent at all, unknown to other parties.		
Service Provider UserID	num		ITE-assigned globally unique ID of ITE member that the user is registered with. Combined into user record key.		
Session Number	num		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		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.		
Full ads / limited ads / no ads	alpha		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 threshold	num		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		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		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		Sent by the service provider at the start of an authentication		
Privacy Preference Flag	num		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 placeholder ideas.		

C. -- ACTIVE / INACTIVE BUYER 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					
Automotive-Autos					
Automotive-RV					
Automotive-Tires					
Automotive-Trucks					
Clothing-Business					
Clothing-Fashion					
Clothing-Outerware					
Clothing-Shoes					
Education					
Employment-Positions					
Employment-Training					
Entertainment-Movies					
Entertainment-Music					
Entertainment-Performance					
Furniture					
Homes-Buying-Selling					
Homes-Improvement					
Jewelry					
Mobile Phones					
Office Supplies					
Recreation-Hiking					
Recreation-Sports					
Recreation-Water					
Skiing					
Technology					
Travel-Lodging					
Travel-Vacation					
Travel-Working					