IDENTIFICATION TOKEN EXCHANGE SERVICES

ITE AD-DATA SERVICES (members only)

ITE LICENSED INFRASTRUCTURE SERVICES

ITE END-USER SERVICES (members only)

Privacy firewall

N = multiple operators

Network User ID assigned by Data Collector; only Data Collector maps to individual

Authentication/ Logging Service(s) (ALS) (team built / designed by CSC) / possibly run by Mozilla **stores itegaID-secondary received from IdSP**

Privacy firewall

N = multiple operators

Users manage their own profiles, attributes

PROFILE USAGE AGENTS:

-- Class #1: (Other ITE member publishers)

-- Class #2: (ITE-member advertisers)

-- Class #3: (ITE-member ad agencies and exchanges such as TrustX

obtains time-limited itegaID-tertiaries from UDEX as user requests page. Can save for campaign period.

Exchange of anonymized event records for billing and frequency capping

Exchange anonymize profile attributes for personali-zation

Identity Service Provider (IdSP) Class #1: Publishers / Built by Clickshare Service Corp. **maintains ItegaID-primary With end-user permission; creates itegaID-secondary upon request from ALS**

APIs to profile / attribute sources

Users manage their own profiles, attributes

User Data Exchange (UDEX) prototype anonymizer built by Clickshare or Anonymizer (Unomi – built by Jahai) **generates unique time-limited itegaID-tertiaries for each PUA requesting one; receives itegaID-secondary from Publishers; can match to itegaID-tertiary received from PUAs.**

Content Publishers) ("Publishers") **Authenticates users to ALS and receives their itegaID-secondary; passes to UDEX when page has ad Rules forbid passing of itegaID-secondary to PUAs, but can pass page content taxonomy**

ITEGA member, by exchange rules, must share event records for users back to ALS which shares them back to appropriate IdSP for adding to User'-controlled profile