



<http://www.itega.org>

MISSION, GOALS , CORE VALUES

(excerpted for ITEGA's bylaws and articles of incorporation)
(for discussion at Pocantico, April 19-20,2018)

MISSION

The mission of the Information Trust Exchange Governing Association (ITEGA) is to pursue the charitable and public purposes of lessening the burdens of government and promoting the global public interest in the operational stability of the Internet, and advancing the values, principles and purposes of journalism supporting democracies and open societies.

In particular the ITEGA:

1. Researches, develops, tests, adopts and promotes technology, protocols, business standards and rules for governing the exchange of information about Internet users, their activities and purchases;
2. Owns, manages, performs, licenses, certifies, assigns or oversees functions related to the coordination and value of user-data exchange;
3. Helps members of the public to safely manage their privacy, identity and information payments on the Internet;
4. Helps to teach, research, promote and sustain the values, principles and purposes of independent, fact-based journalism particularly in the service of democracies and open societies;
5. Facilitates open and public access to digital information; and,
6. Engages in other related lawful activity in furtherance of items 1-5, above.

GOALS

ITEGA aims to preserve and strengthen the open web and open sharing of information and value. It creates the opportunity for users to manage their privacy and identity in an environment controlled not by government or by private investors, but by a public-benefit consortium that enables competition and choice. Its goals:

- 🔗 Helping users regain control of their privacy and identity
- 🔗 Enable more effective and welcomed advertising and content services through interest-based customization.
- 🔗 Enabling subscription and donor networks and per-item accounting and sale of valuable information to the right person at the right time.

A reference implementation would allow a plurality of information-service providers to exchange users, content and services in an “everybody wins” scenario where the core architecture and service is governed by ITEGA or other non-stock collaborative. A consumer’s most-trusted “information agent” – an entity or technology (such as a digital wallet) or both – will work with the user to store and manage identity, demographic and personalization information, which the consumer can allow to be shared across sanctioned networks on a event-by-event, purpose-by-purpose basis.

CORE VALUES

In performing its mission, the following core values guide the decisions and actions of ITEGA:

1. Preserving and enhancing the operational stability, reliability, security, and global interoperability of the Internet.
2. Respecting the creativity, innovation, and flow of information made possible by the Internet by limiting ITEGA's activities to those matters within ITEGA's mission requiring or significantly benefiting from global coordination.
3. To the extent feasible and appropriate, delegating coordination functions to or recognizing the policy role of other responsible entities that reflect the interests of affected parties.
4. At all levels of policy development and decision-making, seeking and supporting broad, informed participation reflecting the functional, geographic, and cultural diversity of the Internet.
5. Where feasible and appropriate, depending on market mechanisms to promote and sustain a competitive environment.

6. Introducing and promoting competition in the exchange and management of public user data and value exchange where practicable and beneficial in the public interest.
7. Employing open and transparent policy development mechanisms that (i) promote well-informed decisions based on expert advice, and (ii) ensure that those entities most affected can assist in the policy development process.
8. Making decisions by applying documented policies neutrally and objectively, with integrity and fairness.
9. Acting with a speed that is responsive to the needs of the Internet while, as part of the decision-making process, obtaining informed input from those entities most affected.
10. Remaining accountable to the Internet community through mechanisms that enhance ITEGA 's effectiveness.
11. While remaining rooted in the private sector, recognizing that governments and public authorities are responsible for public policy and duly taking into account governments' or public authorities' recommendations.

ORGANIZATION

ITEGA is a nonprofit public benefit corporation and is not organized for the private gain of any person. It is organized under the California Nonprofit Public Benefit Corporation Law for charitable and public purposes. It has been granted 501(c)3 tax status by the U.S. Internal Revenue Service. It operates for the benefit of the Internet community as a whole.

ITEGA pursues the charitable and public purposes of lessening the burdens of government and promoting the global public interest in the operational stability of the Internet through open and transparent processes that enable competition and open entry in Internet-related markets.

The substantial property and activities of ITEGA are irrevocably dedicated to charitable or public purposes. No part of the net earnings of ITEGA shall inure to the benefit of or be distributable to its members, directors, trustees, officers, or other private persons. If ever dissolved, ITEGA's net assets shall be distributed to another 501(c)3 with purposes a similar to ITEGA as possible.

KEY SOURCES:

<http://newshare.com/ite-key/itega-bylaws-ADOPTED-04-27-17.pdf>
<http://infotrust.org/mission>