INFORMATION TRUST EXCHANGE GOVERNING ASSOCIATION

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PROTOTYPING DESIGN CHARRETTE
Tuesday, Jan. 15, 2019, 9:30 a.m.-11:30 a.m.

Conference room

Hampton Inn Brooklyn / Downtown
25 Flatbush Ave. Extension
Brooklyn NY 11201
718-875-8000   (directions link)

PARTICIPANTS:

- Brendan Riordan-Butterworth, consultant, formerly IAB Tech Lab, Brooklyn, N.Y.
- Don Marti, strategist, Mozilla, San Francisco
- Augustine Fou, ad-fraud expert, Marketing Science Consulting Group, New York, N.Y.
- Scott Bradner, governance expert, ITEGA director, Cambridge, Mass.
- Sean Goggins, GCM lead, University of Missouri, Columbia, Mo.
- Arvid Tchivzhel, product-development director, Mather Economics, Atlanta, Ga.
- Richard Lerner, CEO, Clickshare Service Corp., Amherst, Mass.
- Michelle de Mooy, project consultant to ITEGA/LMC, Silver Spring, Md.
- Todd Eskelsen, attorney, ITEGA governance advisor, Kensington, Md.
- Bill Densmore, ITEGA executive director
- Jo Ellen Green Kaiser, board chair, ITEGA
- Fran Wills, CEO, The Local Media Consortium

Each of you is participating in next week's two-day convening at the NYC Media Lab in Brooklyn: "Trust, Advertising and Data Privacy: Seeking a New Balance," hosted by the Information Trust Exchange Governing Association and the Local Media Consortium

In this informal, private, small-group discussion, we'd like your guidance and advice on ITEGA's plan to facilitate -- from both a technical and governance perspective -- at least three possible prototype development efforts that will assist publishers and the public:

1. A open, federated-authentication network for single sign on and trusted data sharing – governed by enforceable privacy standards.

2. A governed, anonymous user-data exchange to facilitate quality advertising and personalization without compromising user privacy.

3. A browser-based approach to signaling user privacy and data-sharing intent to participating trustworthy web services.

We'd value your advice along these lines:

- What are the technical/privacy considerations?
- What existing open technology is relevant?
- What are the governance challenges/opportunities?
- What are the tech / scaling challenges?