



Information Trust Exchange Governing Association (ITEGA)

<http://www.infotrust.org>

## **Networking user identity, privacy, personalization and content sharing for news and information industries**

### **ITEGA Q-and-A**

1. **What is ITEGA?** ITEGA is an independent, nonprofit that aims to create and guide the way individual identity and privacy are managed on the Internet – an alternative to either government regulation or private-investor platform dominance.
2. **What are we trying to accomplish?** Guide marketplaces for digital content -- platforms for content collaboration that are convenient for the public, foster personalization yet are designed to respect personal privacy.
3. **Who are the customers?** B-to-B: Primary: News and digital content originators; Secondary: Advertisers, telcos, cable companies, retailers, associations. Goal: Help them deliver an incredible user experience through greater personalization and trusted privacy and identity management.
4. **Who are our partners?** Technology and publishing companies who will join the ITEGA and provide ITEGA-complaint services.
5. **What do we do for our partners?** Foster creation of a platform that enables a marketplace for them to make money through advertising, digital content sales and transaction fees – while helping the public manage identity and privacy.
6. **What has been the role for the Reynolds Journalism Institute (RJI)?** RJI has provided ideas, fostered experiments, and facilitate collaboration -- all with academic, foundation, media and technical partners – leading to formation of ITEGA.
7. **What is the solution?** Based on 2011 and 2015 research reports, the non-profit consortium is developing business rules and technical/design specifications for a “shared-user network for trust, identity, privacy and information commerce.” Elements include:
  - a. Choice of service providers
  - b. Control of use of personal information
  - c. Personalization options for content and ads enabled by vendors
  - d. Tools for one-ID, one-bill account
  - e. *A la carte* and bundled content purchasing; competition in pricing.
8. **What will sustain ITEGA?** Initially grants, then membership dues, then license fees from operators of network services (authentication, logging services).