



Information Trust Exchange Governing Association

## TASK PLANNING GROUP #1 OF 4: Privacy Statement Drafting

### GROUP CHAIR:

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### MEMBERS:

- [Joseph Jerome](#), [Center for Democracy & Technology](#), Washington, D.C. /
- [Fran Wills](#), CEO, The [Local Media Consortium](#) /
- [Kevin Bankston](#), director, [Open Technology Institute](#), New America Foundation /
- [Christian Hendricks](#), president, [Local Media Consortium](#) /
- [Johannes Munter](#), [manager, public policy](#), [News Media Alliance](#), Arlington, Va. /

MISSION: Create consensus Private Statement draft

DELIVERABLES: Draft statement by April meeting in DC

NEXT MEETING:

ACTIVITY SCOPE:

- What attributes are a minimum for an advertiser. Attributes or behaviors not personal data
- What do we want people to consent to? Join the association, share data, etc.
- Limits on service providers - can't take this data for a secondary use. No one can take the data
- What's the value to users? Access to local publishers content, save journalism, safer environment
- What is not allowed: location data except city level data, health (Hippa), PHI, banking. IAB framework might be a model.
- No data will be appended to the 1st party data
- How will ITEGA vets the vendors in the system
- Breach notification within 72 hours. What constitutes a breach
- How long will data be kept - need to limit time frame
- Complaint/feedback service that includes real humans servicing issues
- Ability to revoke consent at any time
- Social widgets are restricted
- Membership models need data to persist over time. Possibly an account profile with permission



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## TASK PLANNING GROUP #2 OF 4: End User Consent Experiences

### GROUP CO-CHAIRS:

- [Don Marti](#), strategist, [Mozilla](#), San Francisco / 510-854-6893 / [dmarti@mozilla.com](mailto:dmarti@mozilla.com)
- [Andres Arrieta](#), Technology Projects Manager, [Electronic Frontier Foundation](#), San Francisco / 415-996-7311 / [andres@eff.org](mailto:andres@eff.org)

### MEMBERS:

- [Mark Bullard](#), director, digital business development, [Lee Enterprises Inc.](#), Davenport, Iowa /
- [Eva Tucker](#), Principal designer, Eva Tucker Design LLC, Arnold, Mo. /
- [David Carroll](#), professor, Parsons/New School for Media & Technology, New York ([LINK](#)) /
- [Lauren Zion](#), VP of revenue operations, [LiveIntent Inc.](#), New York, N.Y. /
- [Sean Goggins](#), Global Consent Manager project lead, [University of Missouri](#), Columbia, Mo. /
- [Peter Dolanjski](#), product manager, ETP, Mozilla, San Francisco /

### MISSION:

Inventory tech and build sources for user-data consent and control services (whether in browser, wallet or cloud). No data from consumer that opt-out is housed in shared-data pool. Compliant with GDPR and CCPA. Respects and transmits opt outs to 3rd parties.

DELIVERABLES: Draft build RFPs by April DC meeting

### NEXT MEETING:

### ACTIVITY SCOPE:

- Browser will protect from 3rd party data by default
- EFF and Mozilla will meet to bring in the right legal counsel to draft an opt-out policy (of 3rd party data collectors) that reflects consumer preferences and that a web service can use to enable people to exercise their rights under the California Consumer Privacy Act” *“A consumer may authorize another person solely to opt out of the sale of the consumer’s personal information on the consumer’s behalf, and a business shall comply with an opt out request received from a person authorized by the consumer to act on the consumer’s behalf, pursuant to regulations adopted by the Attorney General.”*  
EFF and Mozilla will document the process for sending opt-outs to all the 3rd parties on a publisher site, and make the necessary documents and resources available under an Open Source or Creative Commons license.
- Will pilot in a privacy practice town - need to pick a local publisher and community chosen prior to CCPA
- Also server to server gaps addressed
- Communicate that journalists will still be free to investigate and report



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## TASK PLANNING GROUP #3 OF 4: Publisher Tech Stack

### GROUP CHAIR:

- [Brendan Riordan-Butterworth](#), consultant, [formerly IAB Tech Lab](#), Brooklyn, N.Y.

### MEMBERS:

- [Richard Lerner](#), CEO, Clickshare Service Corp., Amherst, Mass.
- [Mark Bullard](#), director, digital business development, [Lee Enterprises Inc.](#), Davenport, Iowa /
- [Justin Hendrix](#), executive director, NYC Media Lab, Brooklyn, N.Y.
- [Gary Deutsch](#), CFO & EVP of Corporate Development, [LiveIntent Inc.](#), New York, N.Y. /
- [Mike Kelley](#), chief information security officer, [E.W. Scripps Company](#), Cincinnati, Ohio /
- [Laura Bright](#), Strategic Communications Professor, [Texas Christian University](#), Fort Worth, Texas
- [Arvid Tchivzhel](#), product-development director, [Mather Economics](#), Atlanta, Ga. /
- [Mitchell Grummon](#), business-development director, [Mother Jones Magazine](#) /
- [Jo Ellen Green Kaiser](#), board chair, [Information Trust Exchange Governing Association](#) /
- [Scott Bradner](#), director, ITEGA, Cambridge, Mass. /

### MISSION:

Inventory tech and build sources for federated identity, anonymous user-data exchange services. User identities not held on one place. If user attributes and cohort pooling held in one place, only sharing is anonymized, permissioned and use-specific.

DELIVERABLES: Draft build RFPs by April DC meeting

### NEXT MEETING:

### ACTIVITY SCOPE:

- Scope of the audience: persons willing to be identified and are concerned with privacy
- Identified, verified, authenticated
- Need to document and understand use cases to address regulation and policy requirements
- Expense associated with publishers adopting new technology
- Need cost effective implementation options
- Integration of 3rd party data is a decision point
- Data flow diagrams were documented.
- Next steps: Document use cases and finalize data flows/user experience



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## TASK PLANNING GROUP #4 OF 4: ITEGA and Ecosystem Governance

### GROUP CHAIR:

- [Bill Densmore](#), [RJI Fellow](#) and executive director, [ITEGA](#), Williamstown, Mass. / 617-448-6600 / [wpdensmore@itega.org](mailto:wpdensmore@itega.org)

### MEMBERS:

- [Todd Eskelsen](#), co-op and tax-exempt law, Eskelsen Law Group LLC, Kensington, Md. /
- [Christopher Lewis](#), [vice president, advocacy, Public Knowledge](#), Washington, D.C. /
- [Amie Stepanovich](#), U.S. policy manager, [AccessNow.org](#), Washington, D.C. /
- [Joseph Hardin](#), vp/product leadership, [Alliance for Audited Media](#), Arlington Heights, Ill. /
- [Jeremy Malcolm](#), executive director, [Prostasia Foundation](#) | [IGF member](#) /
- [Aviv Ovadya](#), founder, [The Thoughtful Technology Project](#) | fellow, [Alliance for Security Democracy](#), Oakland, Calif. /
- [Fran Wills](#), CEO, The [Local Media Consortium](#) /
- [Scott Bradner](#), director, ITEGA, Cambridge, Mass. /

### MISSION:

Review and draft as necessary corporate and member governance documents for ITEGA

### DELIVERABLES:

Bylaw revisions for Board of Directors consideration; draft of ITEGA member agreement for stakeholder review and comment.

### NEXT MEETING:

### ACTIVITY SCOPE:

Todd will advise on legal aspects

Need to define constituencies and membership tiers

Board makeup

Governance/bylaws

What's the revenue stream?

Tax on transactions could create bad behavior

Dues structure

NSTIC initiative failed so need to study why?

Process of setting up an infrastructure needs to protect consumers and fix the ad ecosystem

Need member agreements in place

Next steps: phone meetings