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3 **The Standard Information Sharing Label**

4

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6 **Date:** 2012-07-28

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12 **Status:** This document is a **Kantara Initiative Draft Report**, and has not yet
13 been approved by the Information Sharing WG (see section 3.9 and 4 of the Kantara
14 Initiative Operating Procedures)

15 **Abstract:** Sharing information online can be confusing and expose individuals to
16 risks they don't understand. Often, complex details are buried in obfuscated legalese in
17 Terms of Service, Terms of Use, and Privacy Policy documents presented elsewhere on
18 the website in question. As a result most users avoid reading the fine print, even lying
19 about it to access coveted services. The Standard Information Sharing Label is a
20 consistent, simple way for organizations to communicate the essential details about use of
21 information shared online, so that individuals can make better decisions about what to
22 share, when, and with whom.

23 **Filename:** **ISWG.Standard Information Sharing Label.Draft Report.v.0.4.pdf**

24 **Notice:** This Work Group operates under the Kantara IPR Policy - Option Patent &
25 Copyright: reciprocal Royalty Free with Opt-Out to Reasonable And Non discriminatory
26 (RAND)

27 **RFC 2119:** The key words "MUST", "MUST NOT", "REQUIRED", "SHALL",
28 "SHALL NOT", "SHOULD", "SHOULD NOT", "RECOMMENDED", "MAY", and
29 "OPTIONAL" in this document are to be interpreted as described in RFC 2119.

30

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60 **2 Introduction**

61 Websites present the Standard Information Sharing Label to communicate terms of use
62 when individuals share information.

63 Online Terms of Service (TOS) or Terms of Use (TOU) agreements are confusing,
64 obscure, and largely unread by website users.

65 The Information Sharing Work Group has been working on a Standard Information
66 Sharing Agreement to replace typical TOUs, letting people establish simple terms of use
67 for information we share before we share it. Inspired by Creative Commons and USDA
68 Nutrition Facts labels, we are developing a minimal legal framework covering the
69 majority of situations and visually communicating a binding contract in the simplest way
70 possible. Designing the Standard Information Sharing Label is part of that project.

71 The Standard Information Sharing Label gives organizations a clear, consistent way to
72 present the basics of how they use your data before you share it, just like a USDA
73 Nutrition Facts Label gives food manufacturers a clear, consistent way to present the
74 basic nutritional details about your food before you buy it: just the facts about who gets
75 what data, where it comes from, when they get it, and what it can be used for.

76 Armed with this information, individuals will be able to make better decisions about the
77 information we share and organizations will get richer, more meaningful relationships
78 with their customers, patrons, and citizens.

79 We believe most organizations want healthy relationships with the people they depend
80 on. The Standard Information Sharing Label makes that easier.

81 **3 The Label**

82 The Standard Information Sharing Label presents a consistent visual display of the
83 essential details regarding the use of information shared online.

84

85 A functional example follows (a designed version is under development):

86

87

88

Sharing Terms

89

The recipient requests certain information for the purpose and duration below.

90

Requested Data

Status Update [[Show Me](#)]

91

Data Source

Web Form (status update) [[Highlight](#)]

92

Availability

On Submission

93

Data Recipient

Example, Inc. (<http://www.example.com>)

94

Location

Virginia, USA

95

Contact

<http://www.example.com/contact.html>

96

Purpose

1. Share status with selected audience (Friends)
2. Personalize advertising on Example.com

97

For How Long

Indefinitely, until deleted by you

98

Output To

Personal and audience timelines. Also available through Example.com's AccessGraph API to applications with `read_stream` permission from any permissioned audience member.

99

Revocation

On Demand

100

101

102

103

104

105

106

107

108

109

110

Redistribution

All rights reserved

Access

<http://www.example.com/data.html>

Additional Terms

n/a

Master Agreement

This agreement is governed by the April 26, 2011 Example Statement of Rights and Responsibilities. <https://www.example.com/legal/terms>

111

3rd Party Ratings



112

113

Record

This agreement will be stored at PortableContext.org.

114

115

Author

Example, Inc (<http://www.example.com>)

116

Standard Information Sharing Label <http://standardlabel.org/v/0.4>

117

118

119

120

The Standard Information Sharing Label is presented on web pages or by browsers at the point of sharing information through the use of the Information Sharing Icon, design to be determined. The Icon shall be present, either on the web page, in the browser chrome, or on

121 mouseover of the button which triggers information sharing, e.g., the submit button of a
122 form. Clicking on the Icon shall trigger the display of the Label.

123

124 **3.1 The Title**

125 At the top of the label, it shall read:

126 “Sharing Terms”

127 **3.2 The Explanation**

128 Below the title, the label shall explain the request, reading:

129 “The recipient requests certain information for the purpose and duration below.”

130 **3.3 The Table of Terms**

131 Following the explanation shall be a simple, two-column table, separated by a rule
132 The first column shall list the Term Names. The second column shall contain the
133 Term Details for this particular instance of sharing. A vertical rule shall separate the
134 columns.

135 **3.4 The Afterword**

136 Optionally, following the table of terms, separated by a rule, SHALL state the
137 version of the Label, using a fully qualified URL where more information may be
138 found.

139 The Afterword for this version of the Label shall read:

140 “Standard Information Sharing Label <http://standardlabel.org/v/0.4>.”

141

142 **3.5 Term Names**

143 The following terms SHALL be present in the Term Names column, unless
144 indicated as “Optional”. Optional Terms MAY be present in the Term Names
145 column.

- 146 **3.5.1 Requested Data**
- 147 **3.5.2 Data Source**
- 148 **3.5.3 Availability**
- 149 **3.5.4 Data Recipient**
- 150 **3.5.5 Location**
- 151 **3.5.6 Contact**
- 152 **3.5.7 Purpose**
- 153 **3.5.8 For How Long**
- 154 **3.5.9 Output To**
- 155 **3.5.10 Revocation**
- 156 **3.5.11 Redistribution**
- 157 **3.5.12 Access**
- 158 **3.5.13 Additional Terms**
- 159 **3.5.14 Related Agreements**
- 160 **3.5.15 3rd Party Ratings (Optional)**
- 161 **3.5.16 Author (Required. Must be last Term)**

162 **3.6 Term Details**

163 In the Term Details column, the Label will display the recipient-provided term
164 details for each of the applicable terms. Terms that don't apply shall be indicated by
165 "n/a" meaning "not applicable". Optional Terms that are not present in the Term
166 Names column SHALL NOT have a corresponding entry in the Term Details
167 column.

168 **3.6.1 Citations**

169 For any particular Term Detail, a citation MAY be provided, linking to the source of
170 that particular term.



171
172 That link SHALL use the above icon, which may be found at
173 <http://standardlabel.org/v/0.4/icons/citation.png>

174 3.6.2 Requested Data

175 “The information requested by the Data Recipient”

176 A description of the Shared Data. Additionally, an optional clickable link may be
177 present, reading “Show Me”. If present, clicking on this link will cause the display
178 of the actual data that would be shared (or has been shared in the past).

179 3.6.3 Data Source

180 “Where the Recipient gets the information from.”

181 The source of the Shared Data being requested. Additionally, an optional clickable
182 link may be present, reading “Highlight”. If present, clicking on this link will
183 visually highlight on the web page the particular location of the data input,
184 typically an HTML form element or elements.

185 The following standard terms are preferred (but Data Recipients are free to use
186 other terms when clearer):

187 3.6.3.1 Web Form

188 “The information comes from a form on this web page.”

189 The source of the Shared Data is a form element on the current
190 web page. A description of that element SHOULD be placed in
191 parentheses when possible, e.g.,

192 Web Form (search box).

193 3.6.3.2 Web Service

194 “The information is retrieved from a third party service.”

195 The source of the Shared Data is another service provider. The
196 name and URL of that service provider SHOULD be present in
197 parentheses, e.g.,

198 Web Service (Facebook <http://www.facebook.com>)

199 3.6.4 Availability

200 “When is the information made available to the Data Recipient.”

201 The point when the Shared Data will be accessible by the Data Recipient.

202 The following standard terms are preferred (but Data Recipients are free to use
203 other terms when clearer):

204 Note: Multiple terms may be used together, e.g. Approval and On-Demand.

205 3.6.4.1 Interactive

206 The Shared Data will be available as it is typed or created. This
207 SHOULD be used if the user agent communicates data

208 asynchronously while the user interacts with web page or
209 application.

210 **3.6.4.2 On Submission**

211 The Shared Data will be available when the current form is
212 submitted. This SHOULD be used if the Shared Data is submitted
213 by web form submission.

214 **3.6.4.3 On Approval**

215 The Shared Data will be available when the permissioning
216 ceremony is completed. This SHOULD be used for OAuth-based
217 access.

218 **3.6.4.4 On Demand**

219 The Shared Data may be queried at any time by the Data Recipient.

220 **3.6.4.5 During Session**

221 The Shared Data may be queried by the Data Recipient any time
222 the individual is using the Associated Service.

223 **3.6.4.6 Offline**

224 The Shared Data may be queried by the Data Recipient any time.

225

226 **3.6.5 Data Recipient**

227 “Who is asking for your information.”

228 The legal name of the Data Recipient. A URL for further information SHOULD be
229 presented in parentheses, e.g., Example, Inc (<http://example.com>).

230 **3.6.6 Location**

231 “Where that information will be used and stored.”

232 The legal jurisdiction where the Shared Information will be used, including both
233 processing and storage. All applicable jurisdictions should be listed.

234 **3.6.7 Contact**

235 “How to reach the Data Recipient.”

236 Contact information for inquiries about the use of this information. A URL
237 SHOULD be presented which links to a web page with multiple contact channels
238 such as email, web form, phone number, and postal address. If a suitable URL is
239 not known or available, a phone number (according to ITU standards in the
240 application jurisdiction of the Data Recipient), a postal address, or some other
241 suitable means for reaching the Data Recipient SHOULD be provided. If the Data
242 Recipient is the Author, this information MUST be provided, otherwise, if the
243 information is not known to the Author, “Not Available” should be used.

244 3.6.8 Purpose

245 “What the Data Recipient will use the information for.”

246 The Purpose or Purposes for which the Shared Data is requested. This SHOULD be
247 specific, detailed, and appropriate to the context for which the Data is shared.

248 3.6.9 For How Long

249 “The timeframe in which the Data Recipient will use the information.”

250 The span of time for which the Shared Data is to be used for the stated purpose. If
251 the duration varies with different purposes, describe the duration for each.

252 The following standard terms are preferred (but Data Recipients are free to use
253 other terms when clearer):

254 3.6.9.1 Immediate

255 The Data will be used only for the generation of a response.

256 3.6.9.2 Session

257 The Data will be used only for the current interactive session.

258 3.6.9.3 Service Usage

259 The Data will be used as long as the individual uses the service for
260 which the Data Recipient requested the Data.

261 3.6.9.4 Indefinite

262 The Data will be used as long as the Data Recipient sees fit.

263 3.6.10 Output To

264 “How the Data Recipient will communicate the output.”

265 The interface, device, or channel through which the purpose may be fulfilled.

266 The following standard terms are preferred (but Data Recipients are free to use
267 other terms when clearer):

268 3.6.10.1 Web Page

269 The Data will be used to generate one or more web pages on the
270 current site.

271 3.6.10.2 3rd Party Web Page

272 The Data will be used to generate one or more web pages on a
273 different website.

274 3.6.10.3 Email

275 The Data will be used to generate email that will be sent to the
276 individual.

277 3.6.10.4 Application

278 The Data will be used in a mobile or desktop application. The
279 name of the application SHOULD be displayed in parentheses after
280 the term, e.g., Application (Angry Birds).

281 3.6.11 Revocation

282 Details regarding revocation rights in the Shared Data. A URL for revoking
283 SHOULD be provided. If active revocation is not available, A URL explaining
284 revocation MUST be provided.

285 Revocation does not apply to information identical to the Shared Data provided or
286 permitted for other purposes through other means, such as transactional records for
287 shipped products or commercial purchases. Revocation only applies to the Data
288 submitted in the context of the Label.

289 The following standard terms are preferred (but Data Recipients are free to use
290 other terms when clearer):

291 3.6.11.1 On Demand Purge

292 The Data may be purged on demand, deleting all known copies of
293 and revoking all permissions granted in the Shared Data.

294 3.6.11.2 Permission Withdrawal

295 Permission to use the Data for the Purpose may be withdrawn at
296 any time. The Data MAY continue to exist in the Data Recipient's
297 possession for compliance and regulatory reasons.

298 3.6.11.3 None

299 The Individual has no revocation rights in this data.

300 3.6.11.4 Post Purpose

301 The Individual CAN delete the Data at any time, but that Data may
302 continue to exist in the Data Recipient's position if its deletion
303 would interfere with the Purpose as related to other parties using
304 the service. For this standard term, a URL linking to the relevant
305 official documentation of the Data Recipient is REQUIRED.

306 3.6.12 Redistribution

307 Details explaining the redistribution of the Shared Data, excepting situations of
308 acquisition or dissolution of the Data Recipient.

309 The following standard terms are preferred (but Data Recipients are free to use
310 other terms when clearer):

311 3.6.12.1 None

312 The Data is not redistributed to any other legal entities.

313 **3.6.12.2 None – Deleted**

314 The Data is deleted immediately upon processing, without storage
315 or redistribution.

316 **3.6.12.3 None – Encrypted by User Key**

317 The Data is not redistributed and it is stored encrypted using a key
318 known only to the user

319 **3.6.12.4 Legal Requirements**

320 The Data is not redistributed, excepting legal action by an agent of
321 competent jurisdiction.

322 **3.6.12.5 For Purpose Only**

323 The Data is redistributed to third parties only to fulfill the stated
324 Purpose.

325 **3.6.12.6 For Purpose Only – Chained Agreement**

326 The Data is redistributed to third parties only to fulfill the stated
327 Purpose, only when those third parties further agree to the Terms of
328 this Label.

329 **3.6.13 Access**

330 A URL for reviewing the Shared Data at some point in the future. This SHOULD
331 be a resource of suitable duration for access an arbitrary future date. It MAY be a
332 unique URL specific to this particular Shared Data or it MAY be a URL that
333 accesses all Shared Data from the Individual to the Data Recipient.

334 **3.6.14 Additional Terms**

335 Show any additional terms that apply to the Shared Data, including additional uses
336 or rights beyond the Purpose.

337 The following standard terms are preferred (but Data Recipients are free to use
338 other terms when clearer). When possible, Data Recipients SHOULD clarify these
339 terms with the specific brands or services Individuals might recognize in
340 parentheses, e.g., Statistical Aggregation (search trends).

341 **3.6.14.1 Statistical Aggregation**

342 Depersonalized aggregation of the Shared Data may be used to
343 produce services and products for other parties.

344 **3.6.14.2 Personalized Promotional Offers**

345 The Shared Data may be used by the Data Recipient to tailor
346 advertisements, coupons, or other promotions.

347 **3.6.15 Related Agreements**

348 Reference any applicable legal agreements governing the Terms of Use, Terms of
349 Service, or Privacy Policy. A URL **MUST** be listed, where individuals can visit to
350 review the associated agreement.

351 **3.6.16 3rd Party Ratings**

352 Icons representing Rating Services may be presented. Upon moving the mouse over
353 the icon, a rating from that service about the Data Recipient **MUST** be displayed, if
354 available. The icons shall be 32x32 pixels. The Author of the label **MAY** display
355 Reputation Services which are known have valid ratings for the Data Recipient.

356 The user-agent **MAY** present ratings of the Data Recipient from user-configured
357 Rating Services.

358 The Rating may be any valid HTML and **MUST** be presented in a safe sandbox,
359 such as an iframe, to protect users from unintended behavior. Ratings may be
360 quantitative or qualitative and are completely at the discretion of the Rating
361 Service. The name of the Rating Service and URLs for more information about
362 both the Rating Service and this particular rating **MUST** be present in the Rating.
363 The user-agent **SHALL** render the URLs for pop-up navigation.

364 If there is no user-agent, this row shall not be present.

365 **3.6.17 Author (Required. Must be last Term)**

366 “Who is responsible for the terms in this label.”

367 The Author of this Label, the legal entity responsible for producing the Terms
368 Details provided. A URL for further information **SHOULD** be presented in
369 parentheses, e.g., Example, Inc (<http://example.com>).

370

371 **4 The Icon**

372 An icon SHALL be present, either on the web page, in the browser chrome, or on mouseover
373 of the button which triggers information sharing. Clicking on the icon shall trigger the
374 display of the label.

375

376 **4.1 Size**

377 The icon may be presented in any of the following sizes:

378 **4.1.1 19x19**

379 **4.1.2 48x48**

380 **4.2 Color**

381 The icon SHOULD be presented in color when possible.

382 **4.3 Mouse Over**

383 On mouse over, the icon should present, in the manner of an ALT tag or tool tip, the
384 following:

385 “View Sharing Terms”

386

387

388 **5 Design**

389 The Label **MUST** be presented in an easy-to-read format with a consistent look and feel
390 across all media and devices. The following guidelines define the baseline design
391 parameters that **SHOULD** be used. If doing so would make the label unreadable or
392 inconsistent due to the particulars of the medium or device, implementers should use their
393 judgment to achieve results that match as closely as possible.

394 **5.1 Fonts**

395 **5.1.1 Font Family**

396 All text on the Label shall be Arial, Helvetica, or similar san-serif font.

397 **5.1.2 Font Size**

398 The Title shall be 24pt.

399 The Explanation and the Afterword shall be 10pt.

400 The Term Names shall be 14pt.

401 The Term Details shall be 12pt.

402 **5.1.3 Font-Weight**

403 The Title and Term Names shall be bold.

404 The Explanation, Term Details, and Afterword shall be normal.

405

406 **6 Glossary**

407 **6.1 Associated Service**

408 The website or service for which the Shared Data will be used.

409 **6.2 Data Recipient**

410 The legal entity receiving the requested data for which this particular label applies.
411 Typically, it's the organization or company that controls the website on which the
412 data is requested.

413 **6.3 Data Transaction**

414 A particular instance of information sharing. Specifically, the transaction for which
415 this particular Label applies.

416 **6.4 Individual**

417 The natural person using the website, aka, the user.

418 **6.5 Label**

419 The Standard Information Sharing Label, as described herein.

420 **6.6 Purpose**

421 The specific function for which the Shared Data will be used by the Data Recipient.

422 **6.7 Rating**

423 A report from a Rating Service about the Data Recipient.

424 **6.8 Rating Service**

425 A Third Party service that provides reputation ratings about Data Recipients to help
426 Individuals understand the risks and benefits of sharing information.

427 **6.9 Shared Data**

428 The data to be shared, or actually shared, in the Data Transaction.

429 **6.10 User-Agent**

430 A browser or browser extension that may augment or generate the Label.

431 **6.11 Website**

432 The site for which data is being requested. This **MUST** be either the site on which
433 the Label (or icon) is presented, or the site which is clearly indicated as the Data
434 Recipient on the page presenting the Label or Icon.

435

436

437

438

439

Revision History

	Date	Version	Editor	Comments
440	2012-07-25	0.4	Joe Andrieu	Removed “Record”, added Version
441				information, alphabetized the glossary,
442				removed requirement for a particular icon.
443	2012-06-19	0.3	Joe Andrieu	Updated terms with more specific versions
444				(Where->Data Source, etc), added tooltips
445				and updated the order for the first six or so
446				terms. This needs to continue through the
447				rest of the terms and have clearer
448				explanations about what the tooltips are
449				(they are just quoted phrases right now).
450	2012-05-30	0.2	Joe Andrieu	Added terms Where, Contact, Author,
451				Redistribution, Revocation, and Access
452	2012-04-20	0.1	Joe Andrieu	Initial Draft
453				
454				