

1



2

3 **The Standard Information Sharing Label**

4

5 **Version:** 0.2
6 **Date:** 2012-05-30
7 **Editor:** Joe Andrieu, SwitchBook
8 **Contributors:**
9 Iain Henderson, The Customers' Voice
10 Judi Clark, WomensWork

11

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.v0.2.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

31 **1 Contents of This Document**

32 **1 Contents of This Document2**

33 **2 Introduction3**

34 **3 The Label4**

35 3.1 The Title6

36 3.2 The Explanation6

37 3.3 The Table of Terms6

38 3.4 The Afterword6

39 3.5 Term Names6

40 3.6 Term Details7

41 **4 The Icon14**

42 4.1 Size14

43 4.2 Color14

44 4.3 Images14

45 4.4 Mouse Over14

46 **5 Design15**

47 5.1 Fonts15

48 **6 Glossary16**

49 6.1 Label16

50 6.2 Individual16

51 6.3 Data Recipient16

52 6.4 Data Transaction16

53 6.5 Shared Data16

54 6.6 Associated Service16

55 6.7 Purpose16

56 6.8 Website16

57 6.9 User-Agent16

58

59 **2 Introduction**

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

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

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

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

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

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

80 **3 The Label**

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

83

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

85

86

87

Sharing Terms

88

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

89

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

90

Where

Virginia, USA

91

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

92

WhatStatus Update [[Show Me](#)]

93

FromStatus update form on this web page [[Highlight](#)]

94

When

On clicking "Post"

95

Why

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

96

For How Long

Indefinitely, until deleted by you

97

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.

100

101

102

Revocation

On Demand

103

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

104

Redistribution

All rights reserved

105

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

106

Additional Terms

n/a

107

Master Agreement

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

108

109

3rd Party Ratings

Trust Rating 4.3/5 [X X X >]

111

OtherExample, Inc. (<http://otherexample.com>)

112

2011-11-04

113

Storage

A record of this agreement will be stored at PortableContext.org.

114

115

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

116

More information about The Standard Information Sharing Label can be found at

117

<http://StandardLabel.org>

118

119

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

120

121

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

124

125 **3.1 The Title**

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

127 “Sharing Terms”

128 **3.2 The Explanation**

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

130 “The recipient requests access to certain information for the purpose and duration
131 below.”

132 **3.3 The Table of Terms**

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

137 **3.4 The Afterword**

138 Optionally, following the table of terms, separated by a rule, MAY be a pointer to
139 more information about the Standard Information Sharing Label, reading

140 “More information about the Standard Information Sharing Label can be found at
141 <http://standardlabel.org>.”

142 Note: this website is not yet operational as of the time of this draft (version 0.1).

143 **3.5 Term Names**

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

- 147 **3.5.1 Who**
- 148 **3.5.2 Where**
- 149 **3.5.3 Contact**
- 150 **3.5.4 What**
- 151 **3.5.5 From**
- 152 **3.5.6 When**
- 153 **3.5.7 Why**
- 154 **3.5.8 For How Long**
- 155 **3.5.9 Output To**
- 156 **3.5.10 Revocation**
- 157 **3.5.11 Redistribution**
- 158 **3.5.12 Access**
- 159 **3.5.13 Additional Terms**
- 160 **3.5.14 Related Agreements**
- 161 **3.5.15 3rd Party Ratings (Optional)**
- 162 **3.5.16 Storage (Optional)**
- 163 **3.5.17 Author (Required. Must be last Term)**

164 **3.6 Term Details**

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

170 **3.6.1 Who**

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

173 3.6.2 Where

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

176 3.6.3 Contact

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

185 3.6.4 What

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

189 3.6.5 From

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

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

196 3.6.5.1 Form on Page

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

200 Form on Page (search box).

201 3.6.5.2 Third Party

202 The source of the Shared Data is another service provider. The
203 name and URL of that service provider SHOULD be present in
204 parentheses, e.g.,

205 Third Party (Facebook <http://www.facebook.com>)

206 3.6.6 When

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

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

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

211 **3.6.6.1 Interactive**

212 The Shared Data will be available as it is typed or created. This
213 SHOULD be used if the user agent communicates data
214 asynchronously while the user interacts with web page or
215 application.

216 **3.6.6.2 On Submission**

217 The Shared Data will be available when the current form is
218 submitted. This SHOULD be used if the Shared Data is submitted
219 by HTML form submission.

220 **3.6.6.3 On Approval**

221 The Shared Data will be available when the permissioning
222 ceremony is completed. This SHOULD be used for OAuth-based
223 access.

224 **3.6.6.4 On Demand**

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

226 **3.6.6.5 During Session**

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

229 **3.6.6.6 Offline**

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

231

232 **3.6.7 Why**

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

235 **3.6.8 For How Long**

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

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

240 **3.6.8.1 Immediate**

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

242 **3.6.8.2 Session**

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

244 **3.6.8.3 Service Usage**

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

247 **3.6.8.4 Indefinite**

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

249 **3.6.9 Output To**

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

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

253 **3.6.9.1 Web Page**

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

256 **3.6.9.2 3rd Party Web Page**

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

259 **3.6.9.3 Email**

260 The Data will be used to generate email that will be sent to the
261 individual.

262 **3.6.9.4 Application**

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

266 **3.6.10 Revocation**

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

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

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

276 **3.6.10.1 On Demand Purge**

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

279 3.6.10.2 Permission Withdrawal

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

283 3.6.10.3 None

284 The Individual has no revocation rights in this data.

285 3.6.10.4 Post Purpose

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

291 3.6.11 Redistribution

292 Details explaining the redistribution of the Shared Data, excepting situations of
293 acquisition or dissolution of the Data Recipient.

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

296 3.6.11.1 None

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

298 3.6.11.2 None – Deleted

299 The Data is deleted immediately upon processing, without storage
300 or redistribution.

301 3.6.11.3 None – Encrypted by User Key

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

304 3.6.11.4 Legal Requirements

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

307 3.6.11.5 For Purpose Only

308 The Data is redistributed to third parties only to fulfill the stated
309 Purpose.

310 3.6.11.6 For Purpose Only – Chained Agreement

311 The Data is redistributed to third parties only to fulfill the stated
312 Purpose, only when those third parties further agree to the Terms of
313 this Label.

314 3.6.12 Access

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

319 3.6.13 Additional Terms

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

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

326 3.6.13.1 Statistical Aggregation

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

329 3.6.13.2 Personalized Promotional Offers

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

332 3.6.14 Related Agreements

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

336 3.6.15 3rd Party Ratings (User-agent Required)

337 If configured by the Individual, the user-agent may present ratings of the Data
338 Recipient from certified Rating Services. These ratings may be quantitative or
339 qualitative and are completely at the discretion of the Rating Service. The name of
340 the Rating Service and URLs for more information about both the Rating Service
341 and this particular rating MUST be present. The user-agent SHALL render the
342 URLs for pop-up navigation.

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

344 3.6.16 Storage

345 Present a statement describing the recordation of this particular instance of sharing.
346 If a user-agent is present, display the user configured settings for storing the
347 transaction record. If no user-agent is present, Data Recipients MAY present a
348 location and URL for Individuals to view the data log for Data Shared under this
349 Label.

350 **3.6.17 Author (Required. Must be last Term)**

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

354

355 **4 The Icon**

356 The icon SHALL be present, either on the web page, in the browser chrome, or on mouseover
357 of the button which triggers information sharing. Clicking on the icon shall trigger the
358 display of the label.
359

360 **4.1 Size**

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

362 **4.1.1 8x8**

363 **4.1.2 16x16**

364 **4.1.3 32x32**

365 **4.2 Color**

366 The icon SHOULD be presented in color when possible. Monochrome or black and
367 white options are also available.

368 **4.3 Images**

369 One of the following images MUST be used as the icon.

370 **4.4 Mouse Over**

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

373 “View Sharing Terms”
374
375

376 **5 Design**

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

382 **5.1 Fonts**

383 **5.1.1 Font Family**

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

385 **5.1.2 Font Size**

386 The Title shall be 24pt.

387 The Explanation and the Afterword shall be 10pt.

388 The Term Names shall be 14pt.

389 The Term Details shall be 12pt.

390 **5.1.3 Font-Weight**

391 The Title and Term Names shall be bold.

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

393

394 **6 Glossary**

395 **6.1 Label**

396 The Standard Information Sharing Label, as described herein.

397 **6.2 Individual**

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

399 **6.3 Data Recipient**

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

403 **6.4 Data Transaction**

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

406 **6.5 Shared Data**

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

408 **6.6 Associated Service**

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

410 **6.7 Purpose**

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

412 **6.8 Website**

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

416 **6.9 User-Agent**

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

418

419

420

421

422

Revision History

	Date	Version	Editor	Comments
423				
424	2012-05-30	0.2	Joe Andrieu	Added terms Where, Contact, Author,
425				Redistribution, Revocation, and Access
426	2012-04-20	0.1	Joe Andrieu	Initial Draft
427				