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3 **The Standard Information Sharing Label**

4

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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.

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 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.

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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):

<h3>85 Sharing Terms</h3>	
86 The recipient requests access to certain information for the purpose and duration below.	
87 Who	Example, Inc. (http://www.example.com)
88 What	Status Update [Show Me]
89 From	Status update form on this web page [Highlight]
90 When	On clicking "Post"
91 Why	1. Share status with selected audience (Friends) 2. Personalize advertising on Example.com
92 For How Long	Indefinitely, until deleted by you
93 Output To	Personal and audience timelines. Also available 94 through Example.com's AccessGraph API to 95 applications with <code>read_stream</code> permission from 96 any permissioned audience member.
97 Additional Terms	n/a
98 Master Agreement	This agreement is governed by the April 26, 2011 99 Example Statement of Rights and Responsibilities. 100 https://www.example.com/legal/terms
101 3rd Party Ratings	Trust Rating 4.3/5 [X X X >] 102 OtherExample, Inc. (http://otherexample.com) 103 2011-11-04
104 Storage	A record of this agreement will be stored at 105 PortableContext.org.
106	
107 More information about The Standard Information Sharing Label can be found at 108 http://StandardLabel.org	

109

110 The Standard Information Sharing Label is presented on web pages or by browsers at the
111 point of sharing information through the use of the Information Sharing Icon, design to be
112 determined. The Icon shall be present, either on the web page, in the browser chrome, or on
113 mouseover of the button which triggers information sharing, e.g., the submit button of a
114 form. Clicking on the Icon shall trigger the display of the Label.

115

116 **3.1 The Title**

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

118 “Sharing Terms”

119 **3.2 The Explanation**

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

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

123 **3.3 The Table of Terms**

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

128 **3.4 The Afterword**

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

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

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

134 **3.5 Term Names**

135 The following terms SHALL be present in the Term Names column, unless
136 indicated as “Optional”. Optional Terms MAY be present in the Term Names
137 column.

- 138 **3.5.1 Who**
- 139 **3.5.2 What**
- 140 **3.5.3 From**
- 141 **3.5.4 When**
- 142 **3.5.5 Why**
- 143 **3.5.6 For How Long**
- 144 **3.5.7 Output To**
- 145 **3.5.8 Additional Terms**
- 146 **3.5.9 Related Agreements**
- 147 **3.5.10 3rd Party Ratings (Optional)**
- 148 **3.5.11 Storage (Optional)**

149 **3.6 Term Details**

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

155 **3.6.1 Who**

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

158 **3.6.2 What**

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

162 **3.6.3 From**

163 The source of the Shared Data being requested. Additionally, an optional clickable
164 link may be present, reading "Highlight". If present, clicking on this link will
165 visually highlight on the web page the particular location of the data input,
166 typically an HTML form element or elements.

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

169 **3.6.3.1 Form on Page**

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

173 Form on Page (search box).

174 **3.6.3.2 Third Party**

175 The source of the Shared Data is another service provider. The
176 name and URL of that service provider SHOULD be present in
177 parentheses, e.g.,

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

179 **3.6.4 When**

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

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

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

184 **3.6.4.1 Interactive**

185 The Shared Data will be available as it is typed or created. This
186 SHOULD be used if the user agent communicates data
187 asynchronously while the user interacts with web page or
188 application.

189 **3.6.4.2 On Submission**

190 The Shared Data will be available when the current form is
191 submitted. This SHOULD be used if the Shared Data is submitted
192 by HTML form submission.

193 **3.6.4.3 On Approval**

194 The Shared Data will be available when the permissioning
195 ceremony is completed. This SHOULD be used for OAuth-based
196 access.

197 **3.6.4.4 On Demand**

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

199 **3.6.4.5 During Session**

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

202 **3.6.4.6 Offline**

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

204

205 3.6.5 Why

206 The Purpose or Purposes for which the Shared Data is requested. This SHOULD be
207 specific, detailed, and appropriate to the context for which the information is
208 shared.

209 3.6.6 For How Long

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

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

214 3.6.6.1 Immediate

215 The information will be used only for the generation of a response.

216 3.6.6.2 Session

217 The information will be used only for the current interactive
218 session.

219 3.6.6.3 Service Usage

220 The information will be used as long as the individual uses the
221 service for which the Data Recipient requested the information.

222 3.6.6.4 Indefinite

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

224 3.6.7 Output To

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

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

228 3.6.7.1 Web Page

229 The information will be used to generate one or more web pages on
230 the current site.

231 3.6.7.2 3rd Party Web Page

232 The information will be used to generate one or more web pages on
233 a different website.

234 3.6.7.3 Email

235 The information will be used to generate email that will be sent to
236 the individual.

237 **3.6.7.4 Application**

238 The information will be used in a mobile or desktop application.
239 The name of the application SHOULD be displayed in parentheses
240 after the term, e.g., Application (Angry Birds).

241 **3.6.8 Additional Terms**

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

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

248 **3.6.8.1 Statistical Aggregation**

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

251 **3.6.8.2 Personalized Promotional Offers**

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

254 **3.6.9 Related Agreements**

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

258 **3.6.10 3rd Party Ratings (User-agent Required)**

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

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

266 **3.6.11 Storage**

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

272 **4 The Icon**

273 The icon SHALL be present, either on the web page, in the browser chrome, or on mouseover
274 of the button which triggers information sharing. Clicking on the icon shall trigger the
275 display of the label.
276

277 **4.1 Size**

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

279 **4.1.1 8x8**

280 **4.1.2 16x16**

281 **4.1.3 32x32**

282 **4.2 Color**

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

285 **4.3 Images**

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

287 **4.4 Mouse Over**

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

290 “View Sharing Terms”
291
292

293 **5 Design**

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

299 **5.1 Fonts**

300 **5.1.1 Font Family**

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

302 **5.1.2 Font Size**

303 The Title shall be 24pt.

304 The Explanation and the Afterword shall be 10pt.

305 The Term Names shall be 14pt.

306 The Term Details shall be 12pt.

307 **5.1.3 Font-Weight**

308 The Title and Term Names shall be bold.

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

310

311 **6 Glossary**

312 **6.1 Label**

313 The Standard Information Sharing Label, as described herein.

314 **6.2 Individual**

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

316 **6.3 Data Recipient**

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

320 **6.4 Data Transaction**

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

323 **6.5 Shared Data**

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

325 **6.6 Associated Service**

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

327 **6.7 Purpose**

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

329 **6.8 Website**

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

333 **6.9 User-Agent**

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

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Revision History

340	Date	Version	Editor	Comments
341	2012-04-20	0.1	Joe Andrieu	Initial Draft
342				