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## 3 **The Standard Information Sharing Label**

4

5 **Version:** 0.3  
6 **Date:** 2012-06-19  
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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.v0.3.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.

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## 59 **2 Introduction**

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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**

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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

**Requested Data**

 Status Update [[Show Me](#)]

90

**Data Source**

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

91

**Availability**

On Submission

92

**Data Recipient**

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

93

**Location**

Virginia, USA

94

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

95

**Purpose**

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.

98

**Revocation**

On Demand

99

**Redistribution**

All rights reserved

100

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

101

**Additional Terms**

n/a

102

**Master Agreement**

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

103

**3rd Party Ratings**

Trust Rating 4.3/5 [X X X &gt; ]

104

 OtherExample, Inc. (<http://otherexample.com>)  
 2011-11-04

105

**Record**

 This agreement will be stored at  
 PortableContext.org.

106

**Author**

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

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121

More information about The Standard Information Sharing Label can be found at <http://StandardLabel.org>

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

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 Requested Data**
- 148 **3.5.2 Data Source**
- 149 **3.5.3 Availability**
- 150 **3.5.4 Data Recipient**
- 151 **3.5.5 Location**
- 152 **3.5.6 Contact**
- 153 **3.5.7 Purpose**
- 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 Record (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 Requested Data**

171 "The information requested by the Data Recipient"

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

## 175 3.6.2 Data Source

176 “Where the Recipient gets the information from.”

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

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

### 183 3.6.2.1 Web Form

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

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

188 Web Form (search box).

### 189 3.6.2.2 Web Service

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

191 The source of the Shared Data is another service provider. The  
192 name and URL of that service provider SHOULD be present in  
193 parentheses, e.g.,

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

## 195 3.6.3 Availability

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

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

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

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

### 201 3.6.3.1 Interactive

202 The Shared Data will be available as it is typed or created. This  
203 SHOULD be used if the user agent communicates data  
204 asynchronously while the user interacts with web page or  
205 application.

### 206 3.6.3.2 On Submission

207 The Shared Data will be available when the current form is  
208 submitted. This SHOULD be used if the Shared Data is submitted  
209 by web form submission.



**210 3.6.3.3 On Approval**

211 The Shared Data will be available when the permissioning  
212 ceremony is completed. This SHOULD be used for OAuth-based  
213 access.

**214 3.6.3.4 On Demand**

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

**216 3.6.3.5 During Session**

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

**219 3.6.3.6 Offline**

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

221

**222 3.6.4 Data Recipient**

223 “Who is asking for your information.”

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

**226 3.6.5 Location**

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

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

**230 3.6.6 Contact**

231 “How to reach the Data Recipient.”

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

**240 3.6.7 Purpose**

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

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

### 244 3.6.8 For How Long

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

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

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

#### 250 3.6.8.1 Immediate

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

#### 252 3.6.8.2 Session

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

#### 254 3.6.8.3 Service Usage

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

#### 257 3.6.8.4 Indefinite

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

### 259 3.6.9 Output To

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

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

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

#### 264 3.6.9.1 Web Page

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

#### 267 3.6.9.2 3<sup>rd</sup> Party Web Page

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

#### 270 3.6.9.3 Email

271 The Data will be used to generate email that will be sent to the  
272 individual.

#### 273 3.6.9.4 Application

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

### 277 3.6.10 Revocation

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

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

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

#### 287 3.6.10.1 On Demand Purge

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

#### 290 3.6.10.2 Permission Withdrawal

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

#### 294 3.6.10.3 None

295 The Individual has no revocation rights in this data.

#### 296 3.6.10.4 Post Purpose

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

### 302 3.6.11 Redistribution

303 Details explaining the redistribution of the Shared Data, excepting situations of  
304 acquisition or dissolution of the Data Recipient.

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

#### 307 3.6.11.1 None

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

#### 309 3.6.11.2 None – Deleted

310 The Data is deleted immediately upon processing, without storage  
311 or redistribution.

312 **3.6.11.3 None – Encrypted by User Key**

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

315 **3.6.11.4 Legal Requirements**

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

318 **3.6.11.5 For Purpose Only**

319 The Data is redistributed to third parties only to fulfill the stated  
320 Purpose.

321 **3.6.11.6 For Purpose Only – Chained Agreement**

322 The Data is redistributed to third parties only to fulfill the stated  
323 Purpose, only when those third parties further agree to the Terms of  
324 this Label.

325 **3.6.12 Access**

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

330 **3.6.13 Additional Terms**

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

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

337 **3.6.13.1 Statistical Aggregation**

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

340 **3.6.13.2 Personalized Promotional Offers**

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

343 **3.6.14 Related Agreements**

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

**347 3.6.15 3rd Party Ratings (User-agent Required)**

348 If configured by the Individual, the user-agent may present ratings of the Data  
349 Recipient from certified Rating Services. These ratings may be quantitative or  
350 qualitative and are completely at the discretion of the Rating Service. The name of  
351 the Rating Service and URLs for more information about both the Rating Service  
352 and this particular rating **MUST** be present. The user-agent **SHALL** render the  
353 URLs for pop-up navigation.

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

**355 3.6.16 Record**

356 “Where this data transaction, under these terms, will be recorded.”

357 Present a statement describing the recordation of this particular instance of sharing.  
358 If a user-agent is present, display the user configured settings for storing the  
359 transaction record. If no user-agent is present, Data Recipients **MAY** present a  
360 location and URL for Individuals to view the data log for Data Shared under this  
361 Label.

**362 3.6.17 Author (Required. Must be last Term)**

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

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

367

## 368 **4 The Icon**

---

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

### 373 **4.1 Size**

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

375 **4.1.1 16x16**

376 **4.1.2 32x32**

377 **4.1.3 48x48**

378 **4.1.4 128x128**

379

380

381

### 382 **4.2 Color**

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

### 385 **4.3 Images**

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

### 387 **4.4 Mouse Over**

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

390 “View Sharing Terms”

391

392

## 393 **5 Design**

---

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

### 399 **5.1 Fonts**

#### 400 **5.1.1 Font Family**

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

#### 402 **5.1.2 Font Size**

403 The Title shall be 24pt.

404 The Explanation and the Afterword shall be 10pt.

405 The Term Names shall be 14pt.

406 The Term Details shall be 12pt.

#### 407 **5.1.3 Font-Weight**

408 The Title and Term Names shall be bold.

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

410

## 411 **6 Glossary**

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### 412 **6.1 Label**

413 The Standard Information Sharing Label, as described herein.

### 414 **6.2 Individual**

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

### 416 **6.3 Data Recipient**

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

### 420 **6.4 Data Transaction**

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

### 423 **6.5 Shared Data**

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

### 425 **6.6 Associated Service**

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

### 427 **6.7 Purpose**

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

### 429 **6.8 Website**

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

### 433 **6.9 User-Agent**

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

435

436

437

438



439

**Revision History**

	<b>Date</b>	<b>Version</b>	<b>Editor</b>	<b>Comments</b>
440	2012-06-19	0.3	Joe Andrieu	Updated terms with more specific versions
441				(Where->Data Source, etc), added tooltips
442				and updated the order for the first six or so
443				terms. This needs to continue through the
444				rest of the terms and have clearer
445				explanations about what the tooltips are
446				(they are just quoted phrases right now).
447	2012-05-30	0.2	Joe Andrieu	Added terms Where, Contact, Author,
448				Redistribution, Revocation, and Access
449	2012-04-20	0.1	Joe Andrieu	Initial Draft
450				
451				