User Terms Brainstorm and Scope

User terms: brainstorm on tasks and scope:

- User Terms name

    - "allowable uses"
    - "user submitted terms"
    - "terms of engagement"
    - "term negotiation"
    - Testing with user groups? marketing? who is our target?
    - potential for user terms to specify the kind of consent receipt they want?

- UX / Product
    - work with end-users to determine means, understand and product market fit
    - work with parties who might offer user terms or receive user terms and respond
        - Commercial interest motivations for interactions with using system – making the commercial case
    - develop human readable language for each term name, definition
    - develop human meaning and pathways for choosing, reviewing and changing a term choice from MVP
    - Design beginnings: http://customercommons.org/2014/10/27/customer-commons-and-user-submitted-terms/
    - Define sensitive info?

- Legal scope:
    - legal descriptions for each term
    - name and definition for each term
    - legal language for contract if terms offered and accepted

- Engineering scope:
    - develop MVP scope for eng
    - machine readable description of each term
    - expression for names and definitions of terms
    - code or expression for sending and receiving a short list of terms
    - code for responding to a term request
    - Interaction with MVP CR

- MVP
    - DNT? No 3rd party cookies / trackers? - Doc
    - Will we need some reply – consent receipts? - John
    - What about a DNT that is much more personal? - Doc
    - So "Block, and here are my prefs" - Mark
    - Whitelisting but personally held instead of centrally held - Doc
    - Place where terms live: MVP standard at CC and pointed to from Kantara / CISWG - Doc and Mary
    - Place where terms live for individual: local to user or is a blockchain for individual - Mary and Scott
        - Ex: when publishing a photo, the CC license and photo can be out in the world.. you just have the signal - Doc
        - Downside of broadcasting intent about terms may not work in all contexts - user prefs may not work in all instances, probably won't - Mark
        - Can we keep both contextual? - Mark
        - Where is the line for MVP and contextual? - Mary
        - Terms make more sense in the aggregate - Mark
    - Can't get stuck in worrying that server side can't yet respond, and yet there are some server side activities that want to respond but don't know how - Doc
    - Retail: shopping cart abandonment - John and Iain.. MVP could help
    - Some publishers are ready to drop 3rd party cookies and tracking immediately - Doc
    -