

In-Person Meeting 2011 05 01 Minutes Ratified

Meeting held before IIW in San Francisco, CA on 1 May 2011 (all day)

Present:

- Joe Andrieu
- Judi Clark
- Iain Henderson
- Henrik Beiring
- Kaliya Hamlin
- Mary Hodder
- Doc Searls

No motions were made.

Information Flow Diagram:

Data Recipient	Scope*: What	Scope: How	Scope: When	Purpose: For What	Purpose: Duration	Comm Output**	Notes
Google search (traditional)	Keywords	in-form data	on submit	recommend web sites	resulting web pages (no email, no pop-ups)		
Google search (instant)	as you type			interactive		same	
Google news alerts		submit	on submit	indefinite		email, other	
Portable context service provider (not in the cloud)	web activity, captures and notes	as browser plug-in /web synchronization	session-based	to organize online activity, put into file	file lifetime	context view: plug-in or desktop app; file on HD	
Portable context recipients	receiving PC file	update +/- sync	on submit &/or on update (ongoing)	recommending websites	session (file open)		
PRFP Provider	pc file	upload		prepare, issue, manage a PRFP; derivative works w editorial approval	window + ~		Portable Context > UI for RFP (a) > RFP > lifecycle (b)
.		Publish/ subscribe (web hook)		To contact me		Confirmation response in web hook	

* Scope: Read/Write/Update

** Communications: output of purpose to individual

Notes:

Need to get a critical group of users. What's message to customer?

Core value: *respect my data.*

Master Agreement: audit and analysis, termination, no re-distribution/correlation, derivative use

Paydex comment re: derivative works: derivative with editorial approval is good pattern, derivative without my approval not good.

Six+ sided triangle:

Data Host + Data Recipient + Individual (data controller) + purpose, AND operations + policy maker + auditors

Model use cases:

1. Single purpose, no redistribution without permission
2. Single purpose, value added
3. Single purpose re-distribute without permission
4. Single purpose re-distribute without permission, value added
5. Single purpose, Store over time, no share OR share with permission
6. Multi-purpose, Store over time, no share OR share with permission

Transaction Options (between Sally and the data recipient):

- value added
- freely redistribute (permissions otherwise are part of master agreement)
- use data: once/session/ongoing
- read/write/update data: once/session/ongoing
- derivative with editorial approval
- consideration
- statistical aggregation (statically anonymous)
- Power of attorney/agency

Bundle of options:

- Pattern 1: Personal RFP: pRFP, value added, read & use for lifetime of pRFP, statistical aggregation, communications via service broker
- Pattern 2: Transit Authority: geolocation data, read & use indefinitely, no value added, no communications channel, statistical aggregation
- Pattern 3: Road Warrior Program: geolocation data, read & use indefinitely, value added, communications channel: device specific (GPS interface)

- Pattern 4: Usage optimization: use data, read & use indefinitely, value added (advice), communications channel: notification (SMS, email), power of attorney

Communications: Web page, email, sms, existing ad space, direct mail, inbox service (similar to craigslist) / Now (freq: daily, weekly, monthly)

(old list - do we need this list, did we incorporate everything needed in above?)

- Sell
- Aggregate/statistical purposes
- Anonymize
- Define purpose
- Derivative work = new asset
- Add value
- Preferences

No redistribution language for master agreement

No redistribution of my data without express, purpose-bound permission, except to third parties who have agreed both to this agreement and to not correlate my data with data from other contexts.