



THE INFORMATION TRUST EXCHANGE GOVERNING ASSOCIATION

<http://www.itega.org>

**Trust, identity, personalization,
content and user sharing for the news industry**

Advertising and identity management in the ITEGA ecosystem -- document resources

This document provides links to a series of narratives about the design and implementation of user authentication and identity services in the ITEGA ecosystem, particularly with respect to the service of advertising to specific, but anonymous, end users within interest segments or cohorts. Among authors of these are Rick Lerner and Sandy Wise of Clickshare Service Corp.; Don Marti of Mozilla; and Bill Densmore of the Information Trust Exchange Governing Association. (v1.0 09-19-17)

1. GRAPHIC DEPICTION OF SYSTEM COMPONENTS:
<http://newshare.com/ite-tech/system-architecture-specs/itega-architecture-DIAGRAM-v3-10-27-17.pdf>
2. HIGHEST LEVEL:
Functional Specification for User-Data Sharing
This WORKING document proposes functional specifications for exchange of permissioned user data to support customized service of digital content – advertisements, stories or other services.
https://docs.google.com/document/d/1_n6swNv2bE7llM8F1uGaanyNOuAJohB88dwABFoAb4w/edit
3. A FURTHER DISCUSSION OF A SINGLE SIGN-ON AUTH NETWORK
FEATURING UNIQUE, NETWORK, ANONYMIZED COMMON IDS
<https://docs.google.com/document/d/1NkvXxvUTooJHbXTotKyNCjrFNOg9TCnAFOFbVlka9zoU/edit>
4. NEXT TIER -- MOVING UNIQUE USER DATA:
FEDERATED AUTHENTICATION / USER AUTH / DATA-EXCHANGE SERVICE
Here's a description of the method for MOVING the user data described above:
<http://newshare.com/itega-launch/itega-prototype-development-concept-08-23-17v2.pdf>

5. OVERVIEW OF CUSTOMER PROFILE NETWORK THEORY
<https://docs.google.com/document/d/1JjkisjVbiAXQogLuwdPTajulh4d7Q1pRQbU8Hib6AxM/edit>
6. OPERATION LAYER: USER DATA EXCHANGE SPECIFICATION:
This is a technical description of a privacy-by-design customer profile and content sharing network. We call this a recipe for the User Data Exchange (UDEX.org):
<https://docs.google.com/document/d/1cJ51LaL4aqoNZ77Jnkc4lXVqfihxvvi2VsEkzrHXZOs/edit>
7. PROPOSED USER DATA FLOW FOR AD SERVING
This document describes a use case which -- hopefully -- is implementable by the operating code under construction.
<https://docs.google.com/document/d/1Z72XCbXAdcbngC4NiErLFBFUTuzXAnegyF8EHP6O6-Y/edit>
8. PRIVACY THEORY / AUDIENCE PROFILE BOOKS
Mozilla's Don Marti explains the notion of advertising service by segments or cohorts of anonymous (but unique) user profiles
https://docs.google.com/document/d/1APHGo8zrOPFKeFuOK_oURvk4GqJFTxVCfm-ZMEcds-A/edit
9. IMPLEMENTATION: OPERATION OF USER DATA EXCHANGE
This document is in Q&A format and it describes the operation of the code base of a prototype user-data-exchange that is nearly complete. We're still building this so it is not too late the enhance/change:
<https://docs.google.com/document/d/18h7biXyd7O4VY8g8ZBfzHmVycqTyOhNNHxmvUZcrjxc/edit>

How is this different from or similar to user-data management deployed by ad-tech players?

10. HERE IS AN APPROACH WHICH MIGHT BE EASIER TO IMPLEMENT
BUT MAY NOT BE SO RESPECTFUL OF PRIVACY:
The approach described below would allow a great amount of sharing of user data than the systems above but, in theory, only the user's home based service could related it to a unique (as in PII) person:
<https://docs.google.com/document/d/1Z72XCbXAdcbngC4NiErLFBFUTuzXAnegyF8EHP6O6-Y/edit>

RELATED LINKS:

German non-profit user-data exchange (PROPOSAL)

<https://docs.google.com/document/d/1FbCj1JxIGjWl8URJArJutrIBmmi-yLe9WpOrXZkF-EI/edit>

SURVEILLANCE PROTECTION: PROTECTION FOR PUBLISHERS?

<https://infotrust.org/2017/04/20/surveillance-protection-key-benefits-for-publishers/>