Me2B Alliance
Bi-Monthly Meeting
April 7, 2021

Me2B
ALLIANCE

Agenda

- **Organization News**
- **Initiatives Status**
- **Working Groups Status**
- **Key 2021 Events**

Organization News

Vision:
Respectful technology for all

Mission:
Creating a safe and just digital world through independent technology testing

News

- **Community transition to Groups.io, Sharepoint and Zoom**
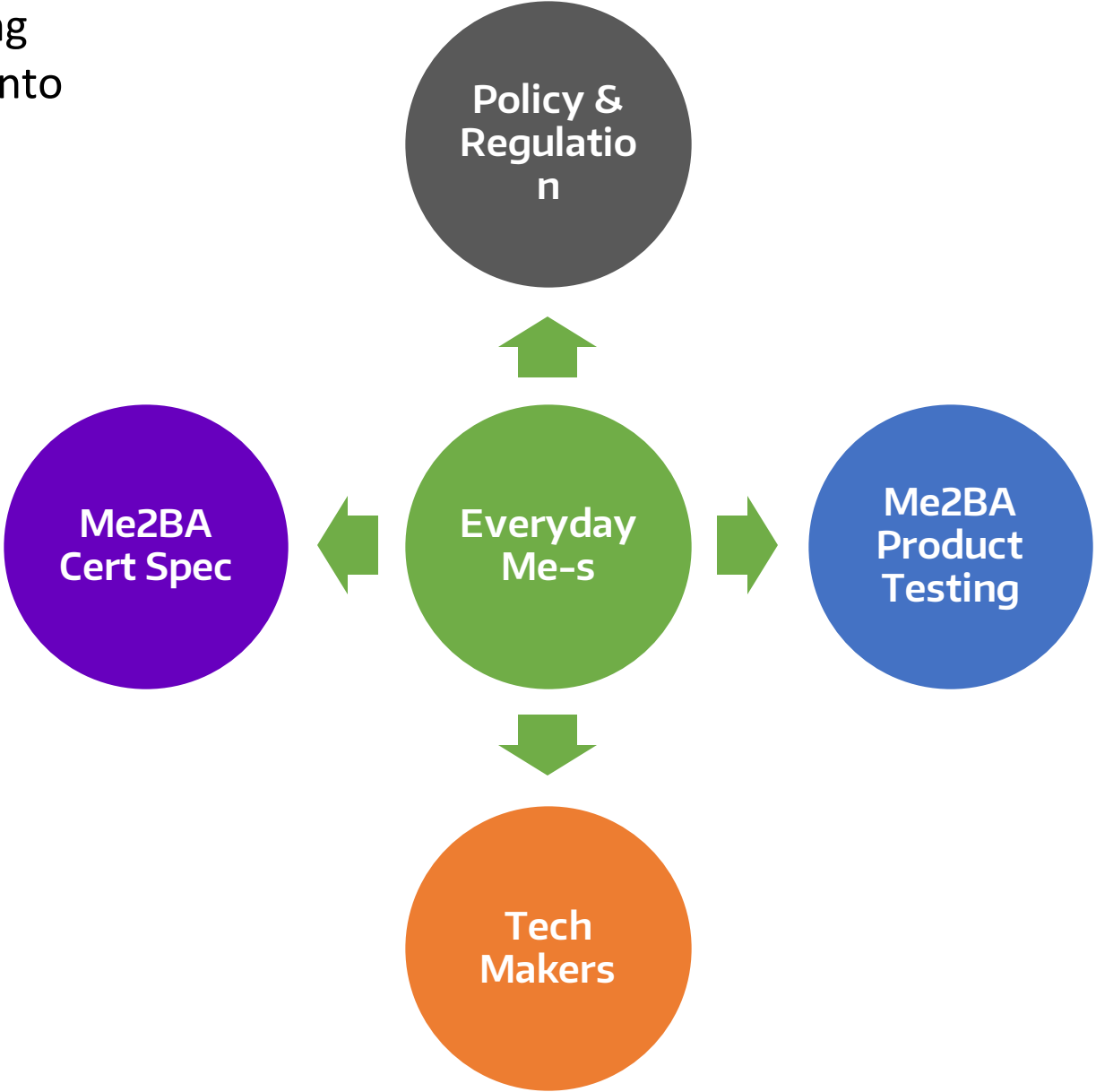- **New website release**
  - Blog!
- **Letter to Governor Newsom**

Initiatives Status

Delivering on the promise of being a **different kind of SDO**
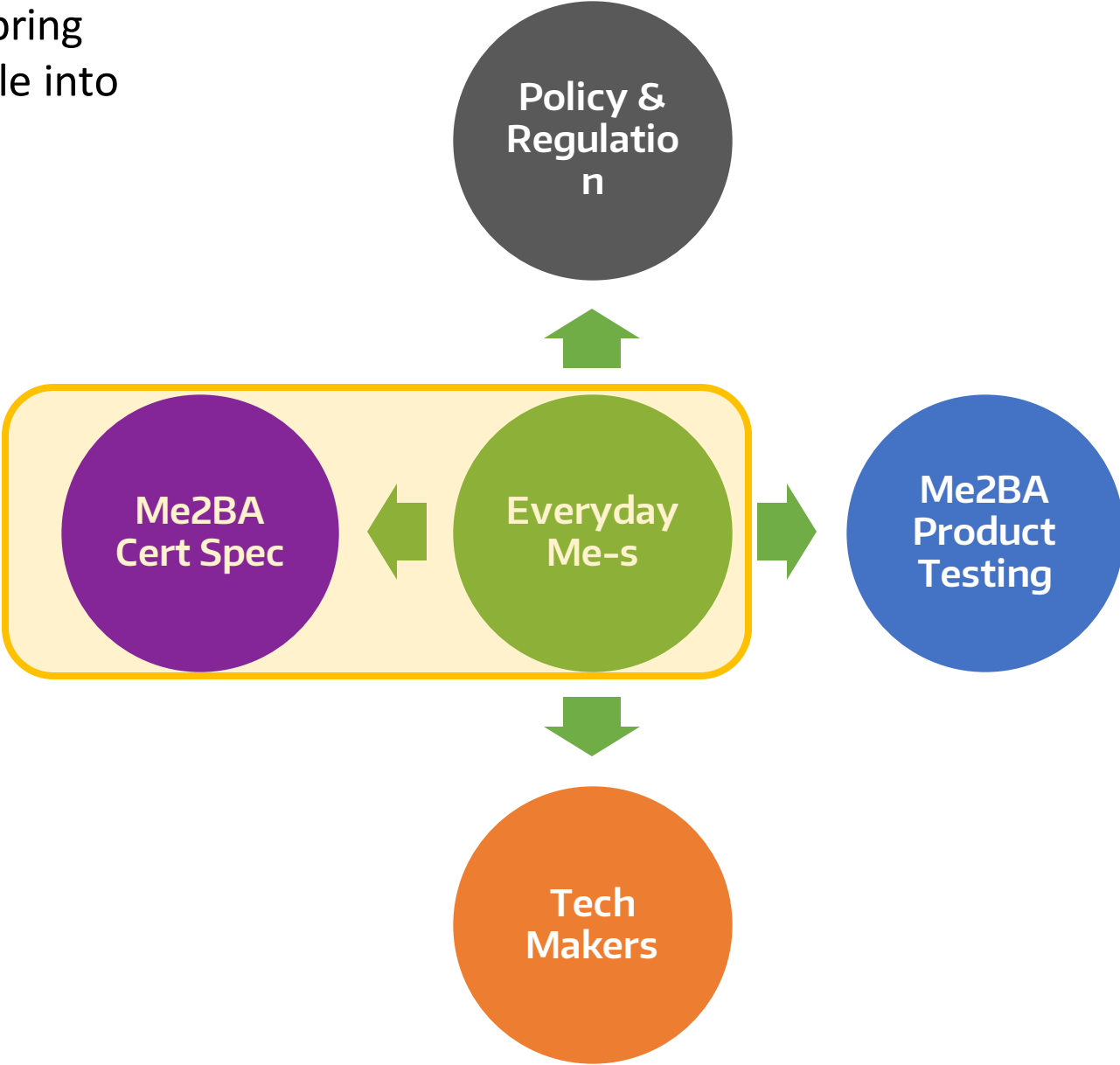
The Problem: How do we bring the voice of everyday people into product development throughout the org?

Voice of Everyday Me-s

Policy & Regulation

Me2BA Cert Spec

Everyday Me-s

Me2BA Product Testing

Tech Makers
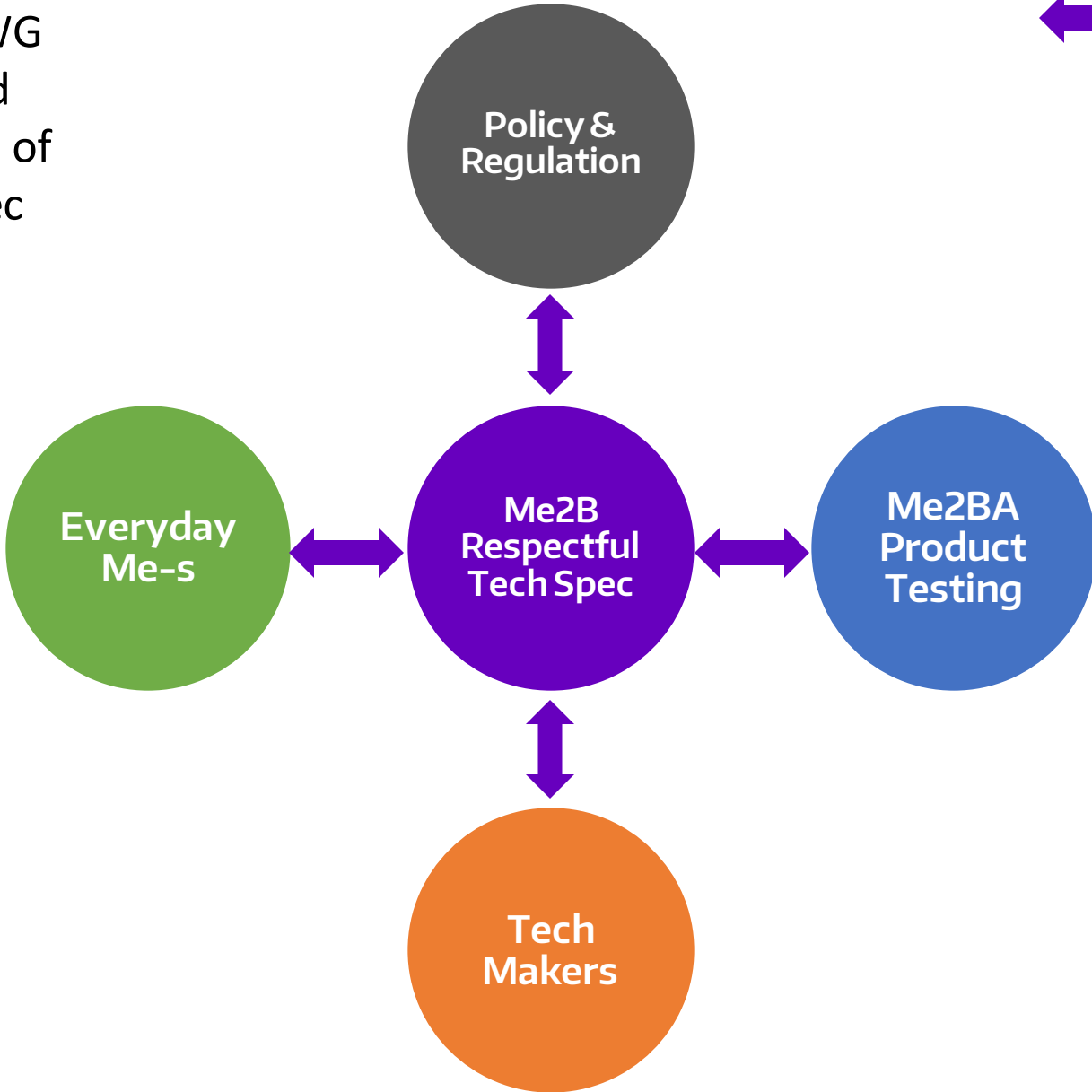
Key Problem: How do we bring the voice of everyday people into Certification Specification Development?

Voice of Everyday Me-s

Policy & Regulation

Me2BA Cert Spec

Everyday Me-s

Me2BA Product Testing

Tech Makers

Information/Content Flow: WG activities should orient around the advancement & validation of the Me2B Respectful Tech Spec

2Way communication on/about the Me2B Respectful Tech Spec

Policy & Regulation

Everyday Me-s

Me2B Respectful Tech Spec

Me2BA Product Testing

Tech Makers

Diversity, Equity & Inclusion Practice

Muriel Shockley

- **Implicit Bias Training & Practice**
- **Racial & Ethnic Identity Development (now)**
- **Multicultural Organization Development**

Marketing

Guy Gabriel (CMO),

Ted Barthell (Dir Mktng)

- **"Did you know?" Campaign for Me-s**
- **Ongoing updates to website**

Content

Karina Alexanyan

- Editorial Calendar
- Blogs
- Spotlight Bulletins
- Spotlight Reports

Research

Noreen Whysel

- **Longitudinal focus groups**
- **Validation of tests/line items in Respectful Tech Spec**
- **Validation of scores/findings iconography**

Products & Services

Lisa LeVasseur

- **Product Testing:**
  - Early testing still in progress
    - Driving validation on certain behaviors
  - Launched custom audits
  - Me2B Mobile App Privacy Audit
  - Working on business model that
    - Gives Me-s actionable information, and
    - Encourages B-s to build respectful technology

- **Product Development:**
  - GoodTech.wiki & Digital Harms Dictionary/wiki
    - Under development

Working Group Status

Membership Operations

Michele Silverthorn

- **Bi-monthly Meeting NEW DATES!**
  1st Wednesday, EOM, next: June 2nd at 8am PDT
- **Community transition to Groups.io, Sharepoint, and Zoom**
  Questions: admin@me2ba.org
- **Annual Meeting Virtual**
  TBD: November

Certification WG

Chairs:

Lisa LeVasseur, Mary Hodder

- **Working on ballot version of spec**
- **Renamed to:**
  Me2B Respectful Tech Specification
- **Creating front-matter that explains**
  - **Ethical point of view**
  - **Me2B Relationship framework & vocabulary**

PALS WG
Chair: Richard Whitt

- **Produced (first!) blog post announcing Me2BA win on AG's reversal on CCPA UI design (based on November 28, 2020 letter on 4th round feedback)**

- **Submitted letter to Governor Newsom (March 30th) seeking 8 open town hall forums on CCPA/CPRA implementation; gained 23 signatories; now plotting next steps**

Me-s WG

Chair: Muriel Shockley

- **PURPOSE: The purpose of the Me-s Working Group is to represent, serve and support individuals who use connected technologies and services by:**
  - Surfacing and illuminating the ways in which people are in relationship with connected technologies and services.
  - Increasing individual understanding regarding their unique relationships with connected technologies and services.
  - Providing information and resources which empower individuals to make informed choices for themselves and others.
  - Participating in sustained dialogue with other Me2BA working groups to amplify the voice and needs of Me-s.
  - Promoting data justice through education with a focus on vulnerable and underserved communities
  - Forming mutually beneficial strategic partnerships that amplify Me2B values.
  - Providing opportunities for Me-members to participate in Me2BA sponsored research.

B-s WG

Chairs:
Corey Jackson
Jim Pasquale

- Re-booting in progress.

- Mission statement:

The Me2B's B-s Working Group will serve to represent, serve, and support businesses to:

- Provide education of Me2B ethos and certification (Framework);

- support the adoption of the Me2B Certification specification;

- identify technology privacy implications (disrespectful) implementation concerns by way of Me2B Certification (B-s WG – to – Cert WG synchronization);

- align and bridge business Marketing, Cyber, Risk, Legal, etc. processes, and Executives, to understand one's technology and the responsibility to deploy respectful technology products.

- a forum to collect cross-B-s (multi-industry) concerns; and

- an environment to foster a greater understanding of Me-s by B-s.

Key 2021 Events

Upcoming Events

- **IIW April 20-22, 2021**
  https://internetidentityworkshop.com/

- **RSA May 17 – 20, 2021**
  https://www.rsaconference.com/usa
  https://www.rsaconference.com/Library/presentation/USA/2021/measuring-the-ethical-behavior-of-technology

- **PEPR June 10-11, 2021**
  https://fpf.org/pepr21/

- **Me2B B-s Event – 4Q2021**

- **Me2B Alliance Annual Meeting 4Q2021**

Thank you!