

## Privacy, Security & Data Practices Draft Testing Protocol September 23, 2016

The testing protocol is designed to focus on consumer expectations. Each criteria is backed by a test procedure, which explores product specifications, service levels, and corporate practices in detail. The protocol is designed to be a comparative measure (product X is better than product Y) rather than a quantified measure (product X is a 3.4/10). Comparative measures allow consumers to exercise their purchasing power to choose the better option and drive market change, while the quantified measure is likely to be dispiriting, as we expect all the scores would be quite low.

The criteria for v0.5 of the protocol are listed below. A selected subset (the MVP) are currently being piloted against three product verticals. The partners are regrouping in mid-October to review the pilot phase and revise the protocol to a v1.0. The protocol will then be published to GitHub and used to seed a broader community of partners and testers. Not all of the criteria will be applied to each product vertical; we will select the criteria that makes sense, given the nature of that product.

<b>Security - Is it safe?</b>
<b>Security Features</b>
<i>The product is not vulnerable to known exploits.</i>
<i>Information I give them will be protected.</i>
<i>They help me protect myself from grief, abuse, and harassment.</i>
<b>Build Quality</b>
<i>The product is stable.</i>
<i>They are building the software the best way possible.</i>
<b>Management and Oversight</b>
<i>They are constantly watching for and responding to security concerns.</i>
<i>When something goes wrong, they do everything to fix it as fast as they can.</i>
<b>Access</b>
<i>The default settings prioritize my privacy.</i>
<i>Only the people who need access will have access to my information.</i>
<b>Privacy - Is it private?</b>
<b>Privacy Policies</b>
<i>I can easily find, read, and understand the privacy policy and terms of service.</i>
<i>The privacy policy actually protects my privacy.</i>
<b>Overreach - Collecting Too Much Data</b>
<i>They ask only for the information they need to make it work.</i>
<i>If I deny a permission, the rest of the product will still work.</i>

*The data I give them benefits me, not just them.*

#### **Third Party Tracking - Data Sharing**

*My data is not shared with unknown parties.*

*I can control how they share my information at any time.*

#### **Governance & Compliance - Are the policies strong?**

##### **Open**

*They work to advance all technology and innovation, not just their own interests.*

*Using their product does not prohibit me from using other, complementary products.*

##### **Human Rights & Freedom of Expression**

*They are committed and set-up to support human rights and free expression.*

*They only comply with legal and ethical third-party requests.*

*I can express and register my identity as I define it.*

##### **Transparency**

*I understand when and how my information is shared with third parties.*

*I understand how the company earns its revenue.*

*I know how, when, and why they remove content or close accounts.*

#### **Ownership & Control - Is it mine?**

##### **Personal Data**

*I can see and control everything they know about me.*

*My account and information is deleted when I leave the service.*

*I know how long they keep my information.*

##### **Right to Repair**

*I can get it fixed by someone other than the manufacturer.*

*I am not penalized for getting it repaired, properly, by a third party or repairing it myself.*

##### **Ownership**

*When I buy a product, I own every part of it.*

*I can resell the product to someone and it will still work.*

##### **Permanence**

*They will maintain the original functionality of product over its expected lifecycle.*

*Security updates will be timely, easy to implement, and ongoing through the product lifecycle.*

##### **Notification**

*It is obvious and easy to learn what is going on.*

*They tell me when things break, are hacked, or otherwise threaten me.*

*They tell me when they change their Terms of Service.*