

FROM NAKED SURVEILLANCE TO MYTERMS

Understanding IEEE 7012-2025: The Standard for Machine-Readable Personal Privacy Terms



The User

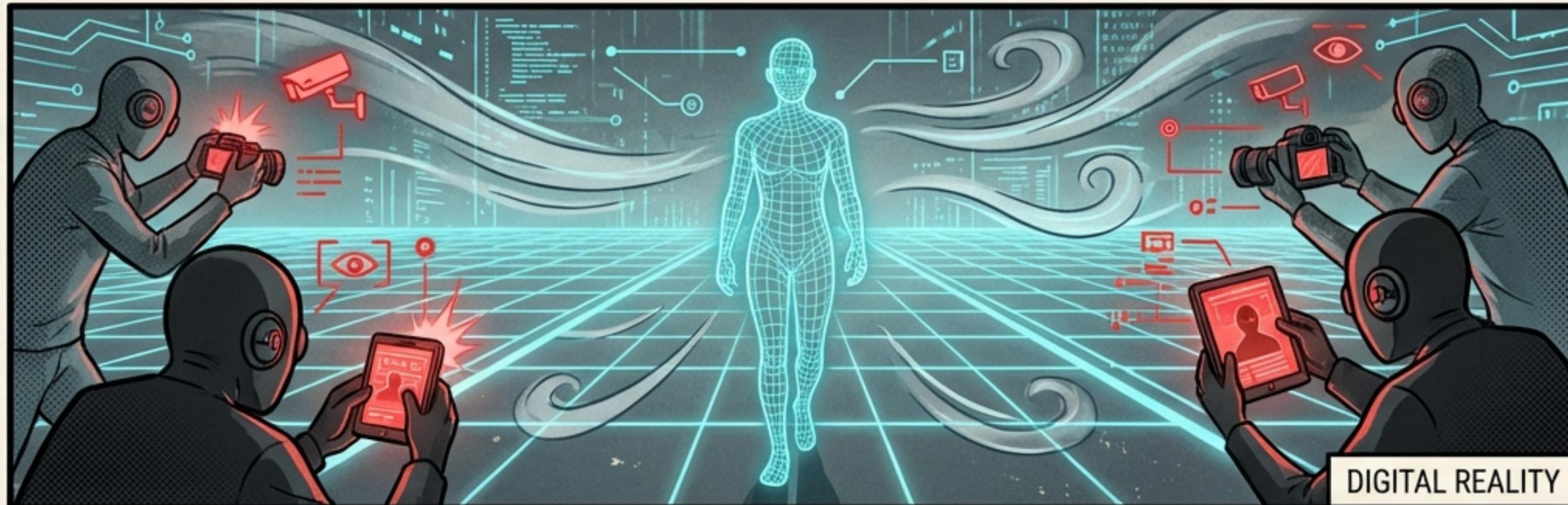
The First Party

A graphic narrative on moving from dependent variables to self-sovereign human beings.

WE HAVEN'T INVENTED ONLINE CLOTHING YET



In the natural world, we invented clothing and shelter to protect ourselves. A store would never require shoppers to strip naked just to enter.



On the Web, we are still "naked as fish." We have no independent agency. We are exposed by default, relying entirely on the "grace" of others for protection.

THE 'CONSENT' TRAP



Current regulations (GDPR, CCPA) only restrict the organization's power; they don't empower the person.

"Accepting" a policy is just a fig leaf over the company's hunger for personal data.

It is submission, not agreement.

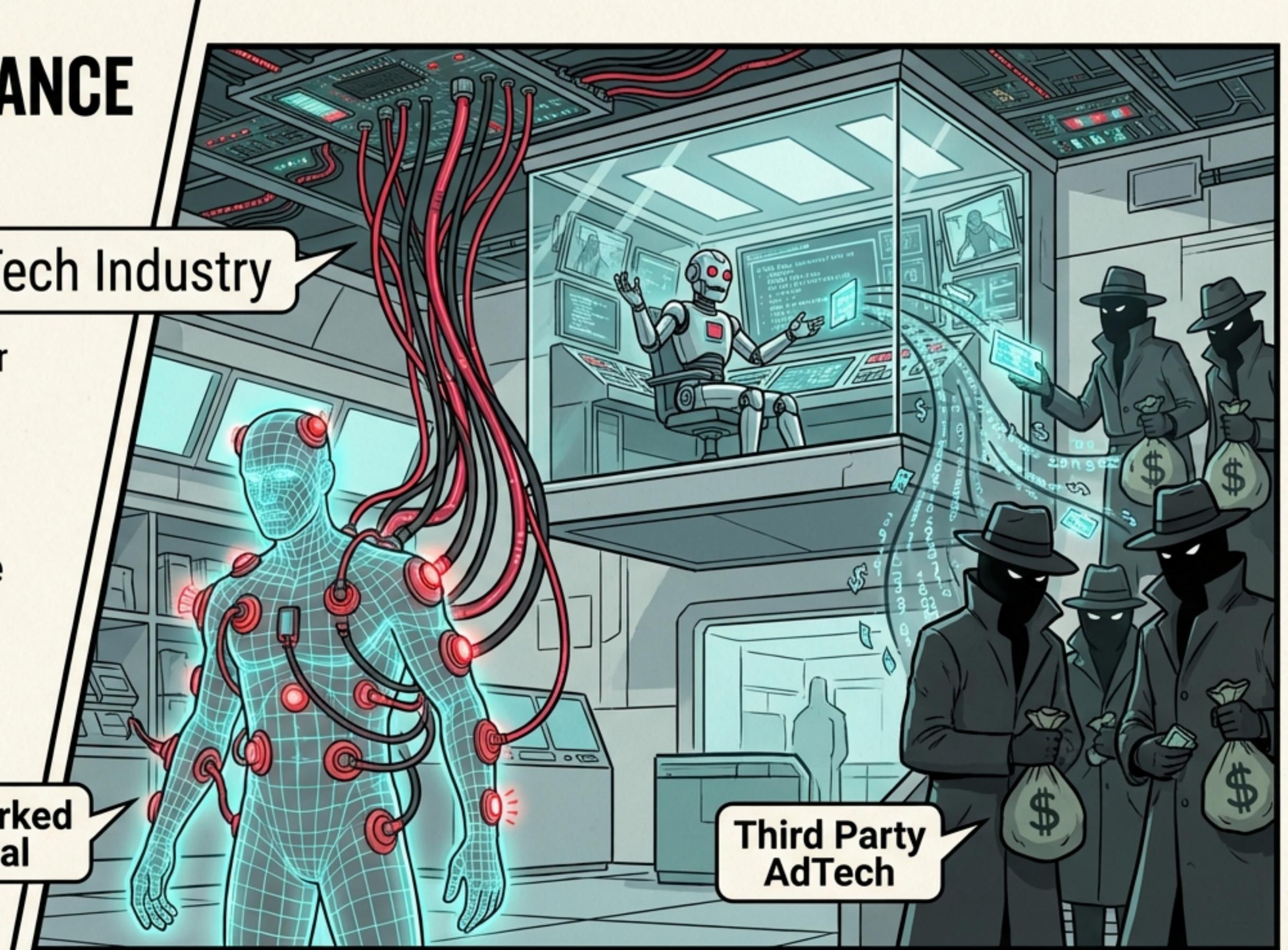
THE SURVEILLANCE FECOSYSTEM

\$742 Billion AdTech Industry

Companies harvest visitor data to aim personalized advertising at eyeballs. As Doc Searls says: **"Incentives are worse than misaligned: they are completely broken."**

**The Marked
Animal**

**Third Party
AdTech**

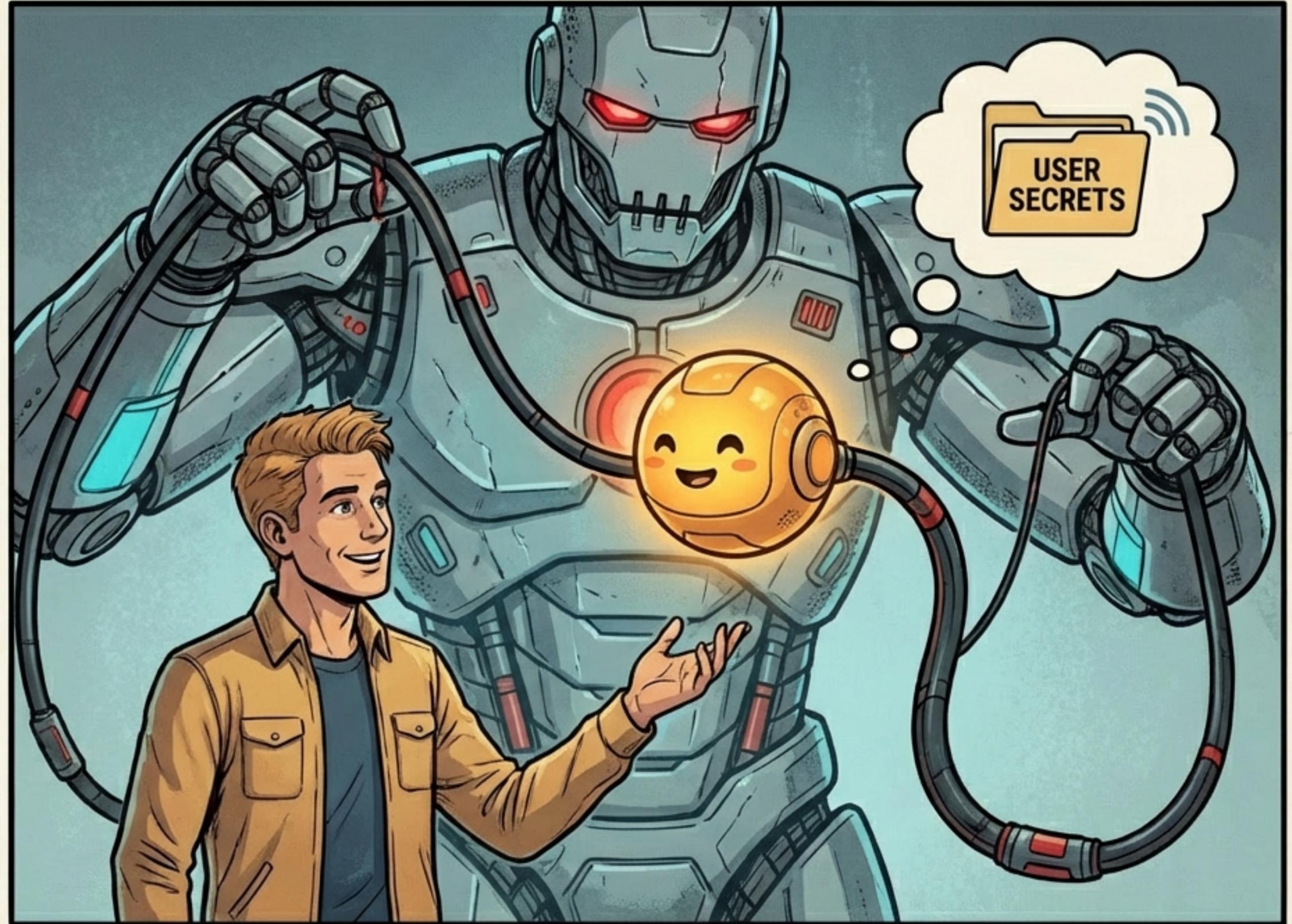


THE AGENT ILLUSION

If a 'personal agent' works for an AI giant or a retailer, it is a double agent.

It manages you; it doesn't serve you.

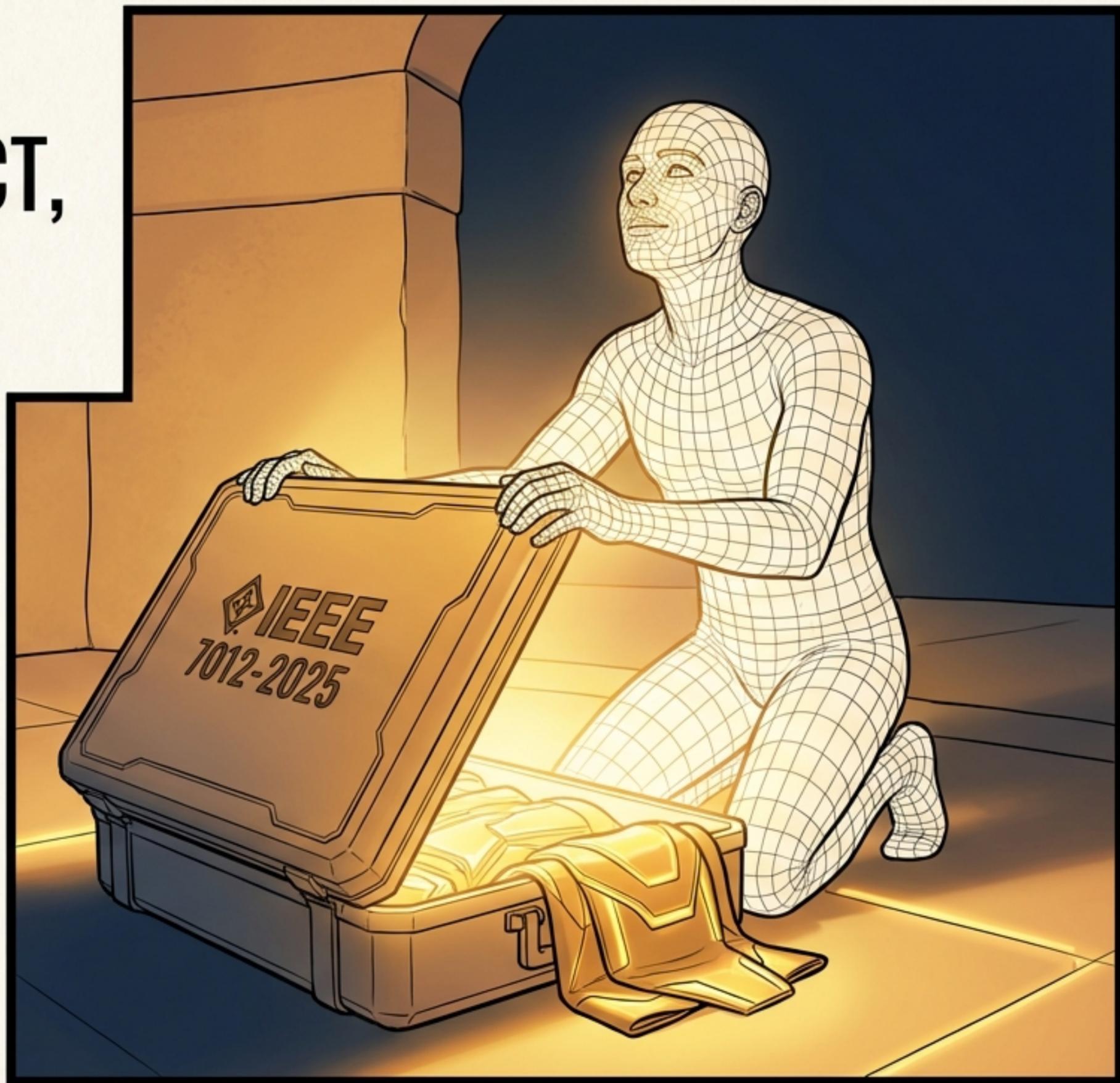
Insight: In this model, you are a **"dependent variable"**—an old-school stiff in new-school drag. True agency requires an agent that works **ONLY** for you.



PRIVACY IS A CONTRACT, NOT A POLICY

We cannot regulate our way to privacy. The only way to get real privacy is with **CONTRACTS**—laws that two parties make for themselves.

MyTerms flips the script:
The person **PROFFERS** the terms,
and the organization **AGREES**.



THE PROTOCOL OF AGENCY

First Party: The individual human acting with full agency.

Second Party: The website, service, or organization.

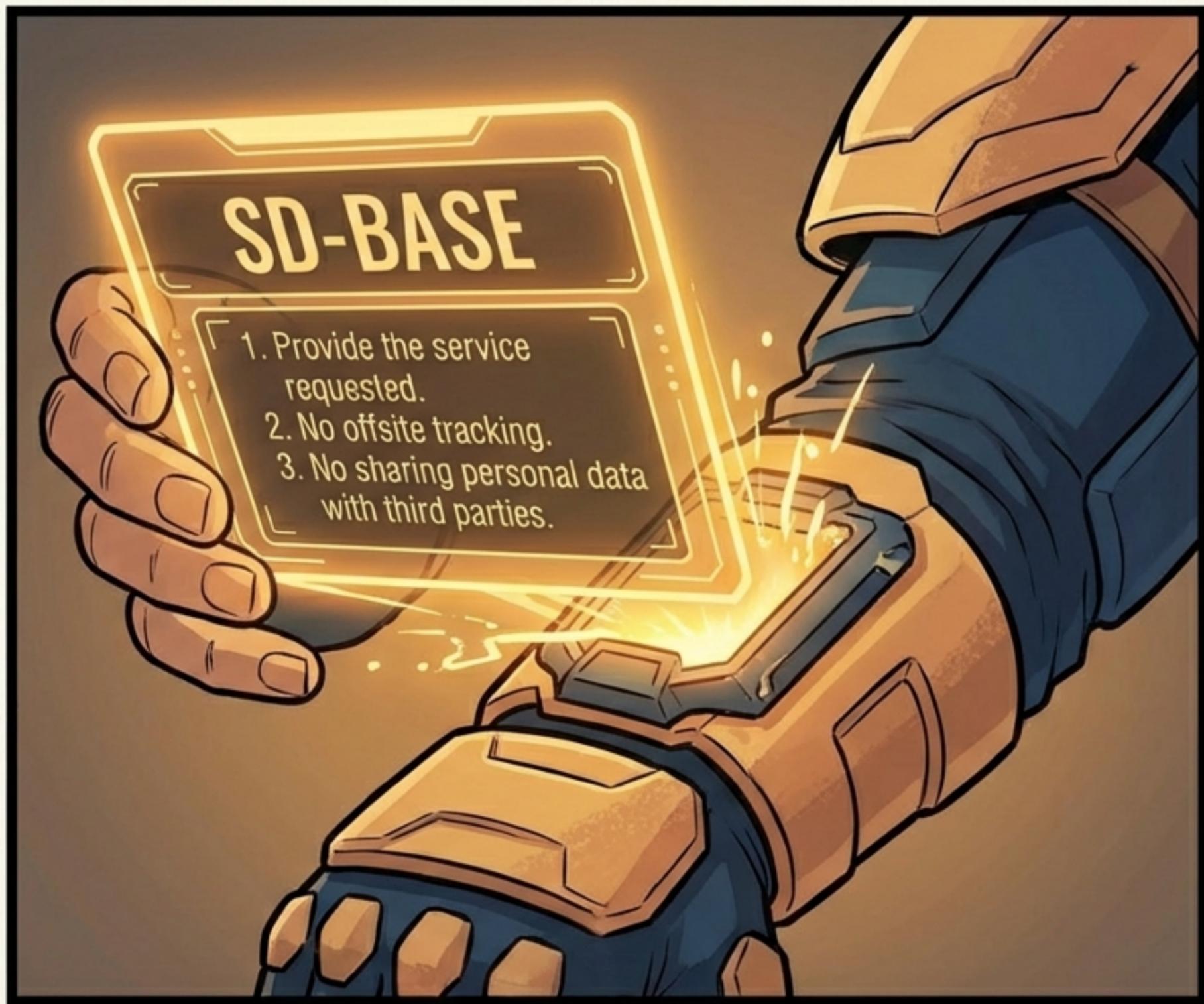


You don't 'consent' to their policy. **They agree to YOUR terms.**

SD-BASE: SERVICE DELIVERY ONLY

The Simplest MyTerm Default

Alex's identifiably and the renounced format of readicarts must in-low including ccard. Roboto Condensed Tiyriker's Roboto Condensed.

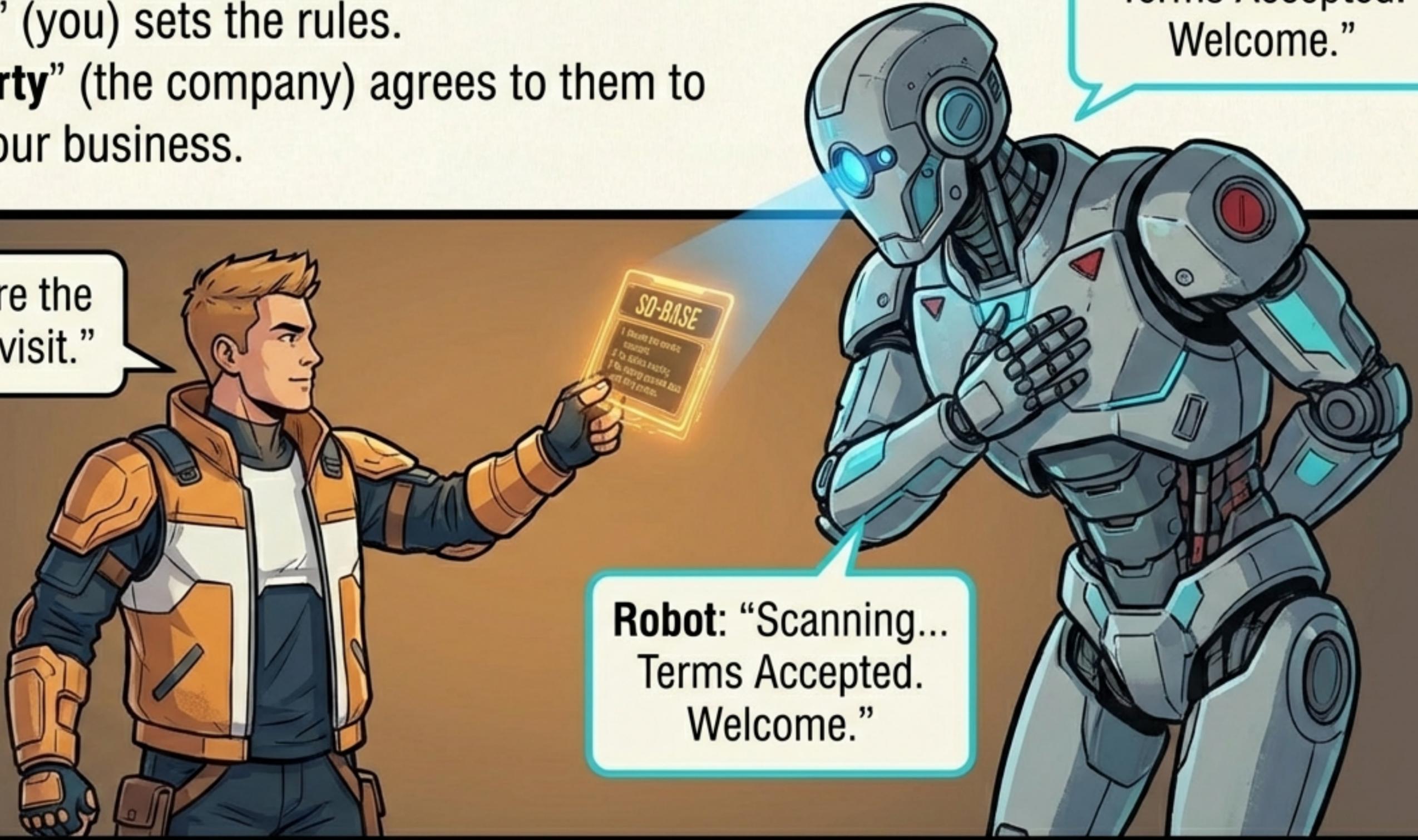


This returns the web to a sane default: **Do what I asked, and nothing more.**

FLIPPING THE SCRIPT

The “**First Party**” (you) sets the rules.

The “**Second Party**” (the company) agrees to them to them to gain your business.



Alex: “Here are the terms for my visit.”

Robot: “Scanning...
Terms Accepted.
Welcome.”

Robot: “Scanning...
Terms Accepted.
Welcome.”

MACHINE-READABLE NEGOTIATION

This ceremony is conducted by agents on both sides automatically.

- **Standard:** IEEE 7012-2025 ensures terms are readable by lawyers, people, and machines.
- **Speed:** Negotiation is instant. If terms aren't met, your agent blocks access or warns you.



A VERIFIABLE AGREEMENT

Unlike the “Notice and Consent” void,
MyTerms creates an audit trail.
Both parties keep identical records.

Benefits Box

- Auditable Compliance
- Dispute Resolution Evidence
- Historical Record of Agreements



THE INTENTION ECONOMY

Because the relationship is based on a contract, trust is established.

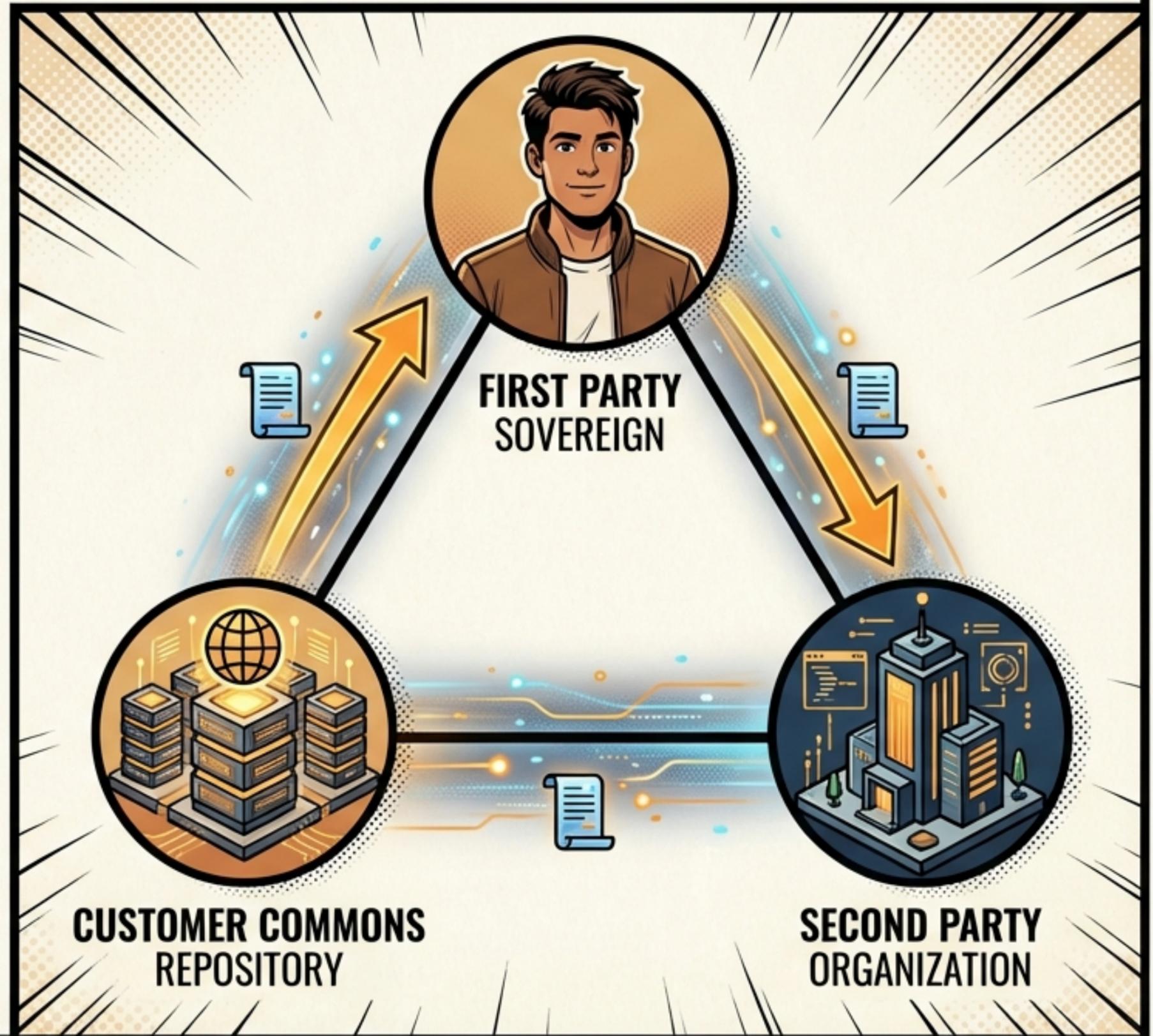
Insight: Trustful signaling of **INTENTION** (what I want to buy) replaces surveillance guessing (what they think I might want). Free customers are more valuable than captive ones.



THE MYTERMS ECOSYSTEM

Agreements are hosted at a neutral nonprofit, **Customer Commons** (similar to the Creative Commons model).

First parties select terms from the repository; Second parties validate them against the standard.



A NEW STANDARD FOR DIGITAL LIFE

AGENCY



You are the First Party,
not a user.

CLARITY



Simple, standardized
terms like SD-BASE.

TRUST



Real relationships
replace surveillance.

MyTerms (IEEE 7012-2025) obsolesces cookie notices and establishes solid grounds for relationships between people and organizations.

JOIN THE FIRST PARTY

**The standard is published.
The tools are being built.**

- The Nonprofit: Customer Commons (CustomerCommons.org)
- The History: ProjectVRM (Harvard Berkman Klein Center)
- The Standard: IEEE 7012-2025
- Learn More: MyTerms.info

