

**BEACON**

## Data Transparency Declaration

Consumers deserve the right to understand what they're consenting to but don't have the time or knowledge to understand the depths of current legal agreements.

Consent agreements are currently created to protect companies, and they're doing a great job.

The average agreement is written at a post-graduate level and is 20 to 30 minutes long. Meanwhile, the average US citizen (nearly 67 percent) hasn't graduated college. Many (42 percent) can't even read beyond 8th grade comprehension. Globally, this means these agreements are incomprehensible to the large majority (90 plus percent) of the world.

To increase accessibility, a Data Transparency Declaration should be considered. The purpose of this declaration would be to give consumers enough context to determine whether they trust the policy they're engaging or if they should be more cautious.

This declaration represents an opportunity to inform consumers and increase accountability within the industry while also protecting the industry's ability to innovate.

**Transparency Declaration should include, at a minimum:**

- Number of Personally Identifiable (PI) data points collected
- Number of partners PI data is being shared with
- Number (and percent) of partners with a data breach in the last three (3) years
- How long data can be stored
- Whether or not new partners can be created without additional knowledge or consent
- Who to contact in case of issues
- Grade 8 reading level or lower in order to meet accessibility needs of global consumer, including children age 13+

**BENEFITS**

- + Doesn't require companies to reengineer their product to new technical standards.
- + Consumers given context to aid in understanding the risk they're accepting.
- + Gives companies incentive to informally govern each other.
- + Simple enough to implement tomorrow .
- + Has not been discussed or implemented anywhere else in the world, giving New York a unique perspective.