
ACTIVITY PROPOSAL

GROUP: **PRIVACY GROUP**

DATE: **MARCH 5, 2001**

1. EXECUTIVE SUMMARY

Type of activity

This Activity Proposal is for the Privacy Group that will research privacy-related issues and requirements from constituents internal and external to the WAP Forum and recommend privacy guidelines to the WAP Forum and its groups.

Motivation

There are many international pressures from consumer advocate groups and government regulators for businesses to provide adequate privacy protection for consumers. This pressure will be very evident in the wireless industry and could delay or prevent the introduction of essential value added services. As a stand-alone topic, privacy is a complex issue with far reaching implications. The core audience is very broad encompassing the Carriers, Operators, Service-Providers, Manufacturers, Merchants, Developers and more. To date, no single group exists within the WAP Forum to address this far-reaching issue and act as a liaison to disseminate privacy-related information and requirements among the various working groups.

Major work items this activity will address or entail

Imperative to the success of the Privacy Group will be the participation of the broadest range of member companies. Therefore, the first objective will be to:

- Put out an all-hands call for participation in these privacy discussions to proactively solicit input from every identified industry segment and geographic region that forms part of the WAP Forum.
- Identify and gather input from WAP Forum groups who have a privacy interest.

Then the Privacy Group will:

- Research existing privacy initiatives, existing and emerging privacy protocols and standards being developed outside of the WAP Forum.
- Research relevant regulatory mandates (e.g. FTC in the USA and EU Data Directives).
- Document research and present to the WAP Forum and its groups.
- Make privacy recommendations to the WAP Forum and its groups.

Deliverables and schedule for this activity

Assuming board approves charter prior to April WAP Meeting in Washington DC, the Privacy Group will:

- Place a call to WAP-ALL to establish a broad opinion base
- Hold an initial Privacy Group Meeting in Washington DC, April 2001, the objective of which will be to identify and document the scope of the privacy issues
- The Privacy Group will target the June 2001 meeting in Singapore for presentations to the WAP Forum and the relevant WAP groups that outlines the various privacy issues identified that have an impact of the Forum's business. Feedback will be gathered from these presentations
- The Privacy Group will target the October 2001 Meeting in Bangkok to deliver initial guidelines for addressing privacy in the various WAP working groups.

This Activity Proposal May be Revised or Deleted at Any Time by the WAP Forum Without Notice.

Copyright 2001 Wireless Application Protocol Forum Ltd. All Rights Reserved.

[WAP Forum Web Site Terms of Use](#), [Trademark](#), [Copyright Permission](#),
[Membership](#) and [IPR Policy Rules](#) Apply.

Expected lifespan for the activity

We propose that the Privacy Group remain in existence until the end of 2001 to research associated issues and provide general and specific privacy requirements. At the December 2001 General Meeting the Privacy Group will make recommendations and seek approval to either,

- Extend the lifespan of the Privacy Group because it is believed that the work is not completed and it is in the WAP Forum's interests to continue to completion
- Form a working group to replace the work of the Privacy Group and commence the building of a privacy framework or,
- A combination of both of these options

2. CURRENT STATUS WITHIN WAP

WAP Forum working groups other than the Privacy Group are currently facing the need to provide privacy features in their work independently of each other. Where gaps exist and coordination is required to complete this work, the Privacy Group will liaise with these working groups, gathering their input and building a comprehensive set of privacy requirements. The Privacy Group will not engage in the prototyping or implementation of a privacy standard, but will gather requirements and make appropriate recommendations. Initial areas of focus will include advertising services, location services, state and presence service. This does not appear to duplicate other WAP activities at this time. There is, however, a recognized need to provide privacy expertise into these existing activities. Upon board approval, the Privacy Group will prioritize the engagement of existing working groups.

3. SCOPE

Work Scope and boundaries

The scope of the Privacy Group will be to focus on research, investigation and recommendation of tasks. The Privacy Group will gather requirements (internal and external to the WAP Forum) and make recommendations for future activity to the WAP Forum and its working groups. It is beyond the scope of the Privacy Group to include specification, prototyping and implementation tasks.

The scope of the Privacy Group work will stretch across all marketing and technology areas where the privacy of information is of concern to customers, regulators and industry. There is a strong market and regulatory trend affecting the area of privacy and this is accelerating the need to create an expert group within the WAP Forum.

4. CRITERIA FOR SUCCESS

The Privacy Group will have succeeded when:

- The impact of privacy on WAP has been researched, identified, communicated and understood by the various working groups in the WAP Forum
- The WAP Forum is able to communicate an acceptable strategy to its various constituents across the diverse jurisdictions and the Privacy Group has gained agreement from the WAP Forum Board to be dissolved

5. DURATION

The Privacy Group will exist until the end of 2001. At that time the Privacy Group will report the success of its activities against the objectives to the WAP Forum and make appropriate recommendation to the Board about whether to extend the activity, curtail the activity, or move the activities into a working group format.

6. SCHEDULE AND DELIVERABLES

Known milestones, deliverables and schedule of work:

Assuming the WAP board approves the charter and agrees to this activity proposal prior to the April WAP Meeting in Washington DC:

- A call will go out to WAP-ALL to recruit a broad opinion base before the end of March 2001. This discussion will be directed to the WAP-Privacy mailer where the participants will decide on the agenda for the initial Privacy Group meeting (including suggestions as to which guests should be invited to provide expert testimony and input to the Privacy Group)
- Privacy Group meetings will be held in Washington DC in April 2001. The objectives of these meeting will be to:
 - Introduce the Privacy Group to the WAP Forum members
 - Meet members of the other relevant expert and working groups and detail inter-group working requirements
 - Build a list of WAP members with an interest in WAP privacy
 - Identify all privacy-related issues and vote them as being in or out of scope for the Privacy Group
 - Obtain input and advice from invited external bodies (e.g. W3C/FTC/FCC and/or others)
- The Privacy Group will target the June 2001 meeting in Singapore for a presentation that outlines the scope of the privacy issues
- The Privacy Group will target the October 2001 Meeting in Bangkok to deliver guidelines to the WAP Forum working groups for addressing privacy
- The Privacy Group will target the December 2001 General Meeting to provide a summary of their accomplishments and a recommendation for the future of the group

7. RECOMMENDATION FOR CHAIR(S)

Due to the international participation of the WAP Forum and the potential for wide jurisdictional implications of the WAP-driven privacy activity it is recommended that a diverse group apply for and manage the Privacy Group. As such, the Privacy Group will encourage the nomination process to result in the broadest selection of candidates to be submitted to the Board for vote.

In the meantime, it is requested that the Board agrees to continue the work within the WAP Forum under the interim chairmanship of Marc Le Maitre (Nextel Communications) with assistance from Mark Lipford (who has taken over Rick Wartko on behalf of Sprint PCS).

Marc Le Maitre has been instrumental in generating privacy dialogue in both WAP Forum and W3C sponsored events and has led the ad-hoc work undertaken so far in developing the draft charter and this activity proposal. His resume is attached. (Appendix A)

8. CO-ORDINATION WITH OTHER WAP ACTIVITIES

There is a recognized need to provide privacy expertise into existing expert and working group activities. Prior to the formation of the Privacy Group, these groups have been developing requirements in relative isolation from each other.

The Privacy Group will gather and coordinate these requirements and upon board approval will prioritize the working groups with which they will engage.

Other than as outlined above there does not appear to be any duplication with other WAP activities at this time.

9. IPR ISSUES

There has not been any formal work performed to identify a technology suitable for use by the WAP Forum. An IPR call has been made at the two previous ad-hoc working group meetings with no positive response.

10. REFERENCES

This document and the ad-hoc working group meetings held so far both recognize that a major responsibility of the Privacy Group is to identify and communicate relevant reference material. To the extent that the issue of privacy is still relatively unexplored by the WAP Forum there is not an endorsed list of reference material at this time.

11. OTHER BACKGROUND INFORMATION

See attached position papers from Sprint PCS (Appendix B), Ericsson (Appendix C), Nextel (Appendix D), the UAProf DC (Appendix E) and White-Cell (Appendix F). Two workshops have been held; the latest (in London) attracted some 90 participants. In Munich, the workshop attracted about 100 participants.

APPENDIX A

RESUME OF MARC LE MAITRE

- 18 years in the wireless industry, 15 specifically focused on wireless data/wireless Internet
- International business experience with Motorola, Ericsson, BT Cellnet and Nextel
- Sales, marketing, business development, product strategy and technology strategy roles
- Founding director of the UK Mobile Data Association
- Expert witness to FTC workshop on Privacy in Wireless
- Regular speaker at wireless industry seminars and conferences

Marc has been committed to the development of wireless communications for most of his career. He currently leads the strategic thinking at Nextel communications. He is committed to solving the issues surrounding the privacy of customer information in wireless industry before it impacts the development of mCommerce services. His career experiences will allow him to view the problem from the many different sides of the industry.