


IEEE 7012 – ‘The Standard’ Also know as MyTerms

CPDP Workshop

22 May 2026



If you build modern,
empowering tools on the side of
the individual then how the
online world functions gets a lot
better, and ultimately enables all

Abstract from the IEEE 7012 Standard:

Contractual interactions and agreements between individuals and the service providers they engage on a network, including websites, applications and AI agents, are covered in this standard. It describes how individuals, acting as first parties, can proffer their privacy requirements as contractual terms and arrive at agreements recorded and kept by both sides.

These terms shall be chosen from a collection of standard-form agreements in a roster kept by an independent and neutral non-business entity. (This is like how artists might choose Creative Commons licenses allowing or restricting certain kinds of uses for artists' creative work.)

Computing devices and software performing as agents for both first and second parties shall engage using any protocol that serves the purpose. The first party shall point to a preferred agreement, or a set of agreements, from which the second party shall accept one. Party-to-party negotiations over terms in any of these contracts or other agreements are outside the scope of this standard. If both parties agree, the chosen contract or agreement shall be signed electronically by both parties or their agents, and a matching record shall be kept by both sides in a form that can be retrieve.





The **IEEE 7012 Standard** was published on **28 Jan 2026**

Available free at

[MyTerms.info](https://myterms.info)

It standardises machine readable privacy policies, written from the perspective of the individual; and defines how they are proposed, iterated, signed and recorded by separate agents acting for each party.
Influenced by Creative Commons model.



The main innovations

- The **individual is the first-party**, organisations are the second
- It runs on **contract law**, underpinned by other relevant regulations
- Both parties are assumed to have '**an agent**' (various options apply)
- Both parties must retain their own copies of the **signed agreements**
- Designed to enable all digital relationships between first and second parties; and specifically **prevent 3rd party surveillance and similar models** within these contract-governed relationships



The Standard Itself

The standard itself operates on 3 levels:

1

North Star statement /
Manners



2

The Protocol/ handshake
(agreement proposal,
iteration, signing and
recording for both
parties)



3

Deployment methods
(e.g. app, browser plug-
in, AI agent, mobile OS,
wallet, server code,
CMP, CDP more)



The 'Manners' Part *(text from the standard introduction)*

Privacy in business has always been based on a consensus about how people and corporate entities respect each other's boundaries. This consensus takes the form of tacit agreements about how people signal and respect perceived privacy needs.

Clothing, for example, is a technology that protects a person's private regions, both by covering those regions and signalling a boundary against unwelcome observation and approach. Doors, curtains, and shutters are also well understood as privacy technologies that cover spaces and signal degrees of welcome.

...Manners *continued*

An extended hand is a signal from one person to another that opens communication that may involve additional gestures about privacy needs that both parties understand—but at a tacit level, meaning well known but not easy to explain.

The online world, however, is entirely digital.

Signals and rules must be explicit for hardware and software to act on them. Privacy signals therefore must be made explicit: stated in code and respected by code. To make these explicitly coded agreements, they can take the form expressed in contracts, which two parties make for themselves: a form agreement that can be expressed as computer code.

IEEE 7012 on ‘privacy signals’ *(text from the intro)*

Do Not Track (DNT) became a W3C working group in 2011 [B7]. The title morphed into “Tracking Preference Expression,” [B37] and the group disbanded on January 19, 2019.

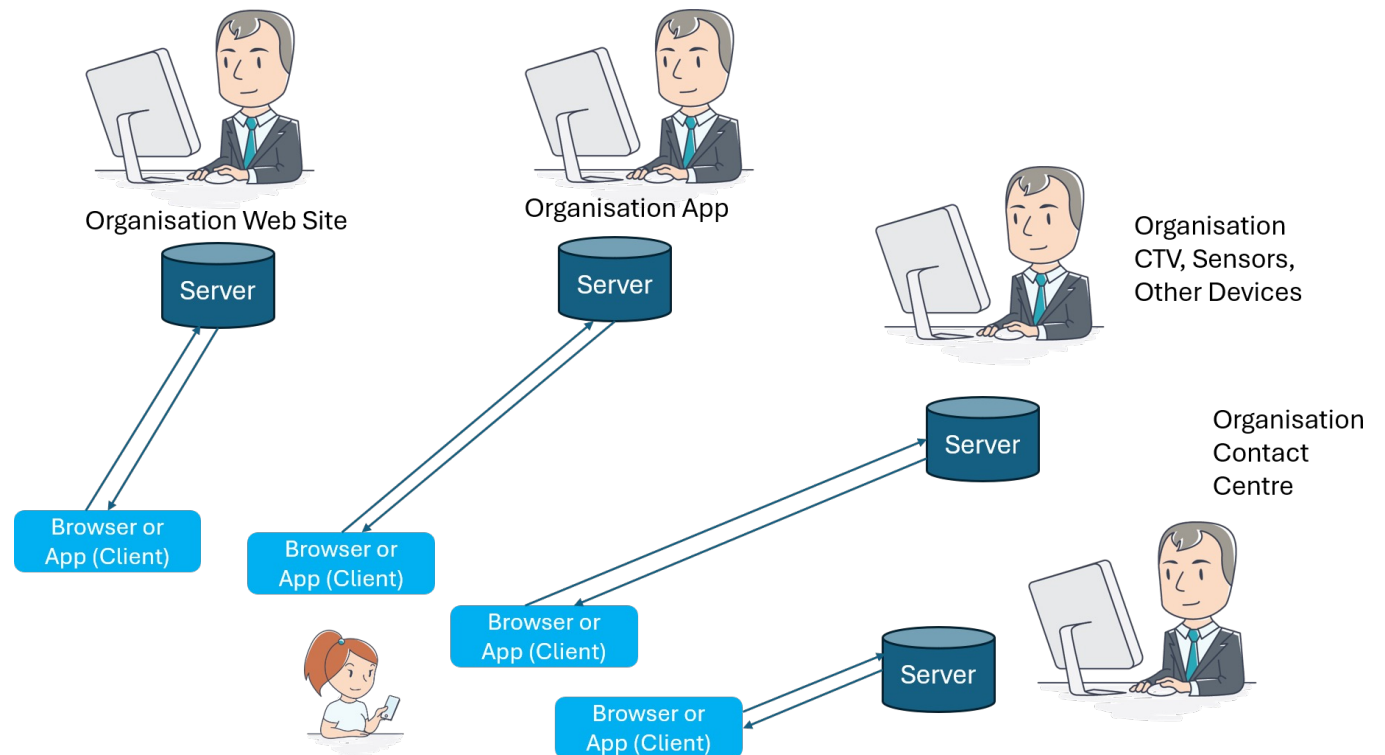
Global Privacy Control (GPC) [B11], another standard in development at the W3C, specifies requests that may be sent by browser headers to websites, and which website operators can obey or ignore at their discretion.

These requests are not agreements and can leave the person (a mere “user”) in a nearly powerless position. While such programs may be ethically laudable, they leave the person in a subordinate position, with privacy provided as a grace rather than as a fully respected personal requirement.



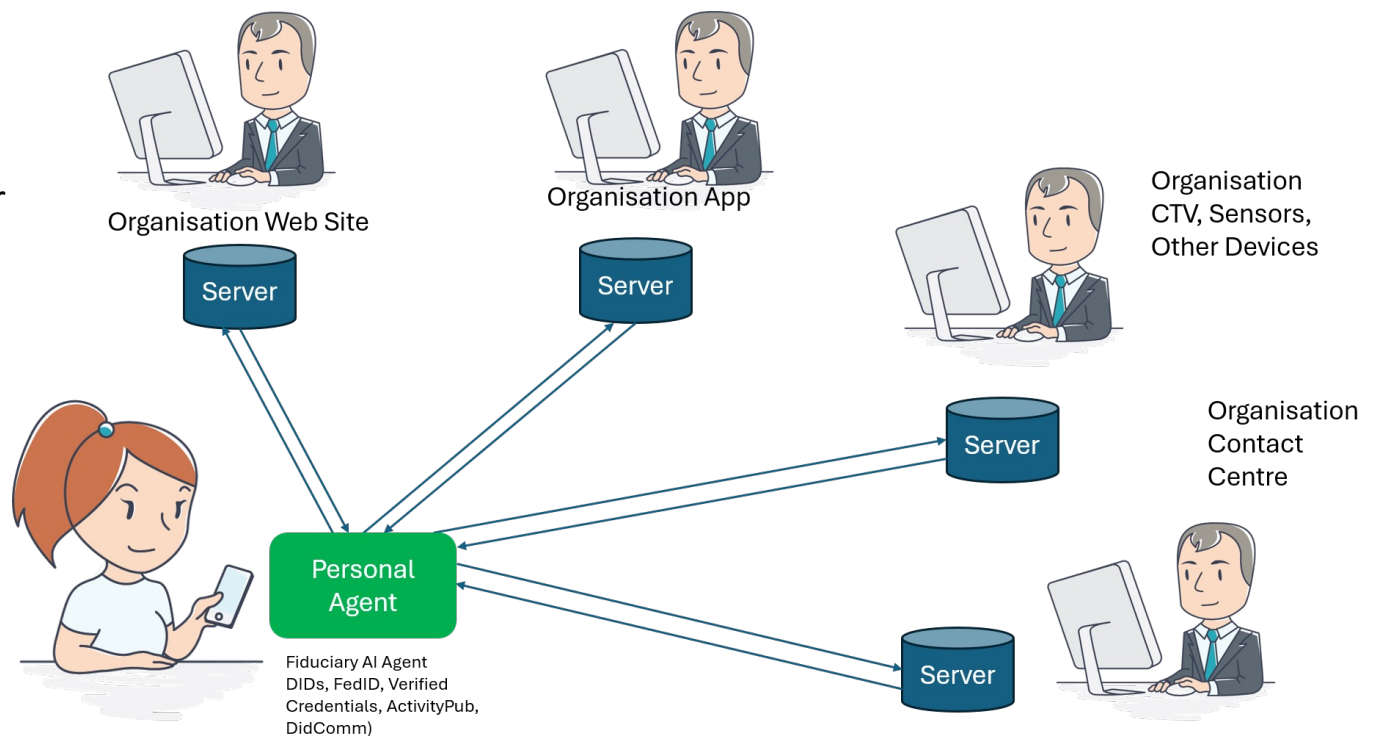
How Digital Relationships Between Individuals and Organisations are **Currently** Managed

When we, as individuals, **do not** have strong relationship management tools of our own, we are always disadvantaged and need to deal with every organisation separately – on their terms.



How Digital Relationships Between Individuals and Organisations **Could** be Managed

When we as individuals **do** have strong relationship management tools of our own, we are independent actors. We can bring our own data, tools and terms – to the benefit of all.



Current Status

Standard published, now focused on:

1

Implementation
Plan
Reference
implementation,
open-source project
and protocol

1

User Experience
Trustmark as front
end for 'Entity Agent'

1

Adoption
Focus on smaller
organisations/ apps/
sites (e.g. via
WordPress)

1

Enforcement
Online Dispute
Resolution (ODR)

Team/ project in each area now forming, led by MyData in Europe and
Customer Commons in USA





 smartsheet

IEEE SA Industry Connection: IC26-05- 01 Individual Defined Privacy Terms Roadmap

Interest Form

To learn more about this activity, please visit the website:
<https://standards.ieee.org/industry-connections/activities/>

IEEE Industry Connections Programme

begins on 1 June 2026

<https://standards.ieee.org/industry-connections/activities/individual-defined-privacy-terms-roadmap/>

First Name *

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Affiliation/Company (e.g. employer) *

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(ex. IEEE Life Member, participant in IEEE Future Directions Blockchain Initiative, IEEE Computer Society member, IEEE EMBS member, etc.)

Please include your areas of interest and motivation for joining this initiative/work *

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Problems Addressed by IEEE 7012 / MyTerms

Each stage in the Me2B Relationship Lifecycle represents a unique context that reflects the trust level and intensity of the relationship from the individual's point of view

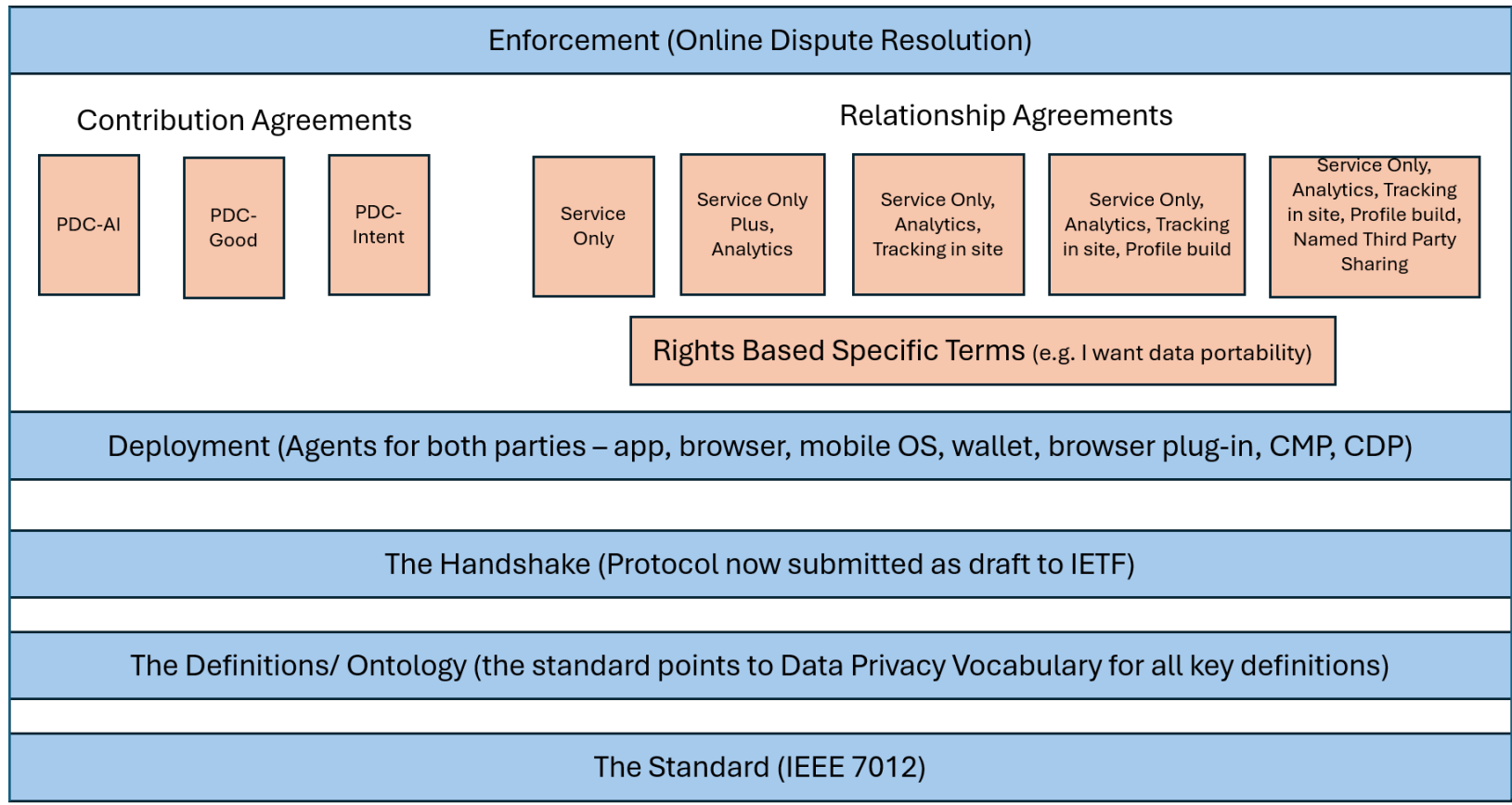
Credit: Internet Safety Labs

	Contribution Agreements		Relationship Agreements		
	 Acquaintance	 Buildup	 Me2B Marriage	 Deterioration	 Termination
Physical World	I'm going to go into the place and check it out.	Yeah, I like it. I'm going to buy something here.	I'm a regular patron, and am enrolled in a loyalty program.	I'm tired of their stuff/they changed their stuff/their stuff no longer suits me.	I don't go there anymore.
Digital World	I want to do X online.	I explore a website or download an app and play with it.	I regularly use the service. I like it, so I create an account.	I'm using the service less —for whatever reasons.	I no longer use or even open the website/app. I delete my account.

Third party cookies and similar are the main problem in this relationship state (no 'signed in digital relationship in place)

Both third party cookies and weak consent are problem areas (Digital relationship in place, data portability is a valid ask)

IEEE 7012 / MyTerms Six Ecosystem Components



The Protocol

This visual from the standard is the overarching design that enables individuals to propose an agreement from a list of simple format options, each of which is backed up by long form legal contracts and machine readable/ signable versions.

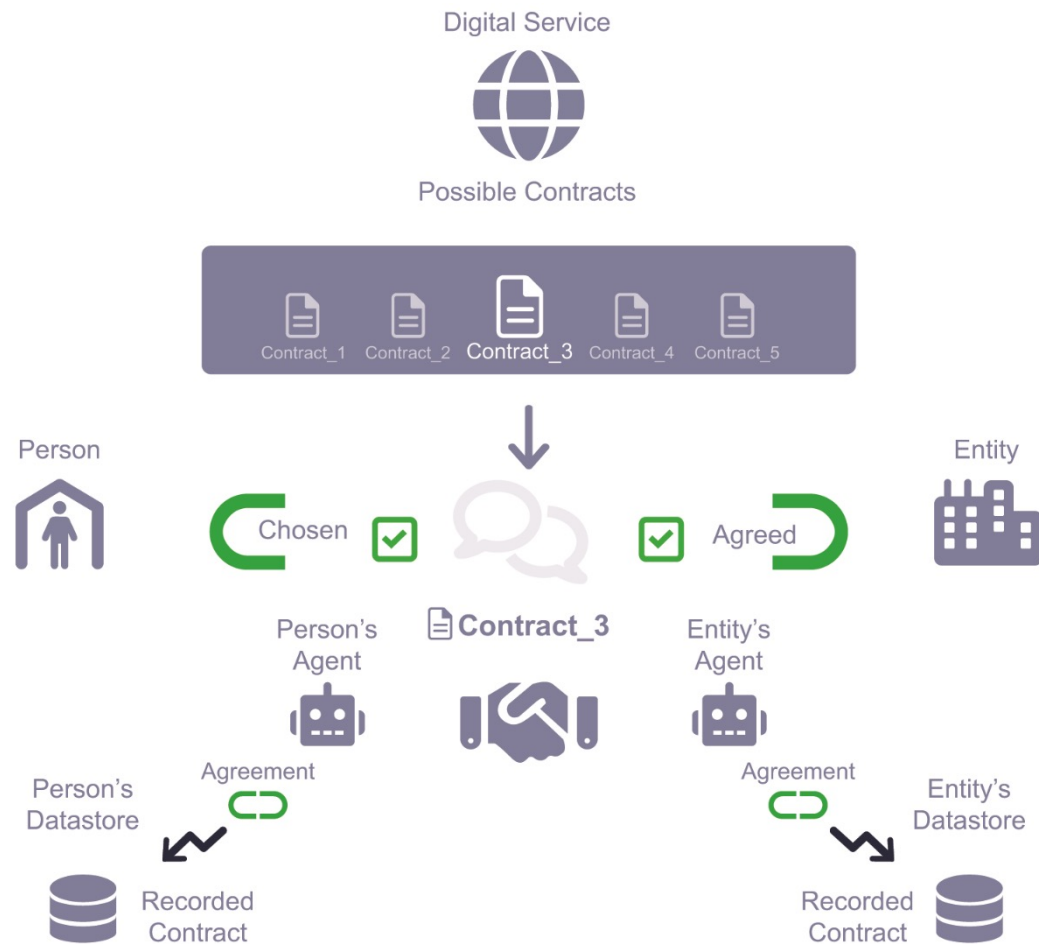


Figure 1—Sample interaction demonstrating individual presentation and entity agreement for contract completion

What the Protocol Does

The protocol executes this flow from the standard, automated in the main with appropriate 'human in control' touch points

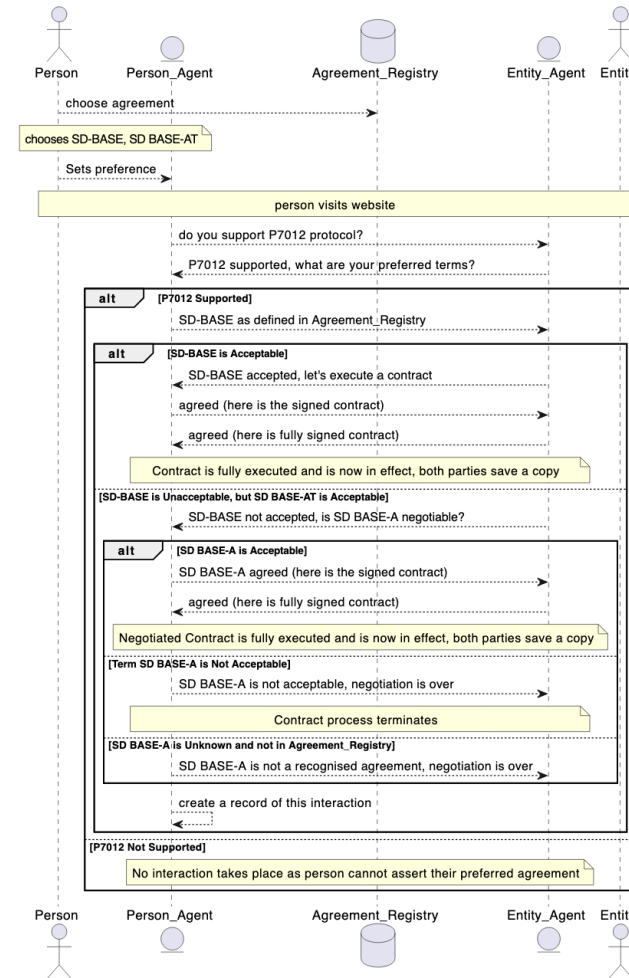


Figure 1 Overview of Contract Discovery and Negotiation Process

Agreement Table

This is the table of initial agreements in the standard.

It shows the evolving / deepening options, should trust build over time from a default ‘Service Delivery Only’ base level.

Table A.1—Sample machine-readable privacy terms

Agreement ID	Scope	Service Delivery	Analytics 2P	Tracking 2P	Profiling 2P	Share Anonymised Data 3P	Data Portability
These (SD) agreements are relevant when the individual is receiving a service, or product that has a digital component, and thus there is an ongoing digital relationship:							
SD-BASE	Any Service	✓	X	X	X	X	○
SD-BASE-DP	Any Service	✓	X	X	X	X	✓
SD-BASE-A	Any Service	✓	✓	X	X	X	○
SD-BASE-A-DP	Any Service	✓	✓	X	X	X	✓
SD-BASE-AT	Any Service	✓	✓	✓	X	X	○
SD-BASE-AT-DP	Any Service	✓	✓	✓	X	X	✓
SD-BASE-ATP	Any Service	✓	✓	✓	✓	X	○
SD-BASE-ATP-DP	Any Service	✓	✓	✓	✓	X	✓
SD-BASE-ATP-S3P	Any Service	✓	✓	✓	✓	✓	○
SD-BASE-ATP-S3P-DP	Any Service	✓	✓	✓	✓	✓	✓
These agreements are relevant when the individual is ‘providing’ or ‘donating’ data for a specific purpose/goal, and the assumption is that these data contributions are on a one-off basis:							
PDC-INTENT	Intent Casting	✓	X	X	X	X	✓
PDC-AI	Training AI	✓	X	X	X	X	✓
PDC-GOOD	Public Good	✓	X	X	X	X	✓

✓ Required
 X Not allowed
 ○ Optional

The Definitions and Ontology

The standard and agreements derived from it use the Data Privacy Vocabulary (DPV) as the 'bible' as regards all key words and definitions used.

This will be subject to significant development over the next few months to build out and refine key areas – such as data purposes and data types (used in the agreement schedules)

There is an existing extension to DPV built pre-standard publication

<https://w3c.github.io/dpv/2.3/standards/ieee/7012/>



The Handshake (Protocol)

When work needs a technical drill down, there is a mechanism for transitioning a specific component that requires internet standardisation from IEEE to IETF.

This document covers the technical requirements of Verifiable Contractual Agreements (VCAs) between individuals and the entities that engage on a network as defined in IEEE7012. It describes how individuals, acting as first parties, can proffer their privacy requirements as contractual terms and arrive at agreements recorded and kept by both sides. This includes the hosting format for contracts, negotiation of contracts, signing of contracts, and auditing of contracts.

[MyTerms Contract Negotiation Protocol \(MCNP\):
Human and machine-readable agreement](#)



Deployment / Adoption/ User Experience

This is now real:

1

App based / website /
app
(see demo)



2

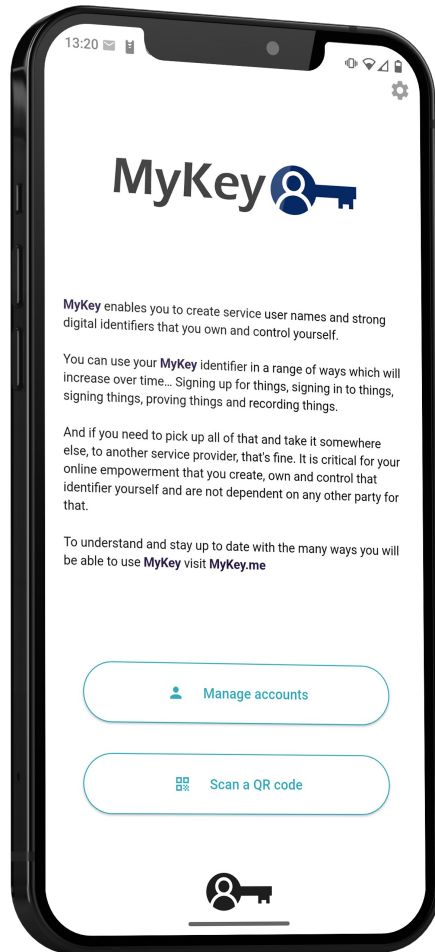
Browser plug-in
(see video)



3

Embedded in a digital
service
*(DataPal, UK fiduciary
data intermediary)*





Demonstration Personal Agent:

This app, and any other FedID (<https://fedid.me/>) protocol enabled equivalent, is what enables the individual to be an independent actor in the digital realm.

It is that 'place to stand' in that it enables an individual to set up digital identifiers (representations of themselves in DID form). As this is done on-device, those identifiers are created, owned and controlled by the individual. There is a small, fiduciary, purpose and licence-bound provider in the mix; but that service provider is substitutable by design; and without any break in service provision.

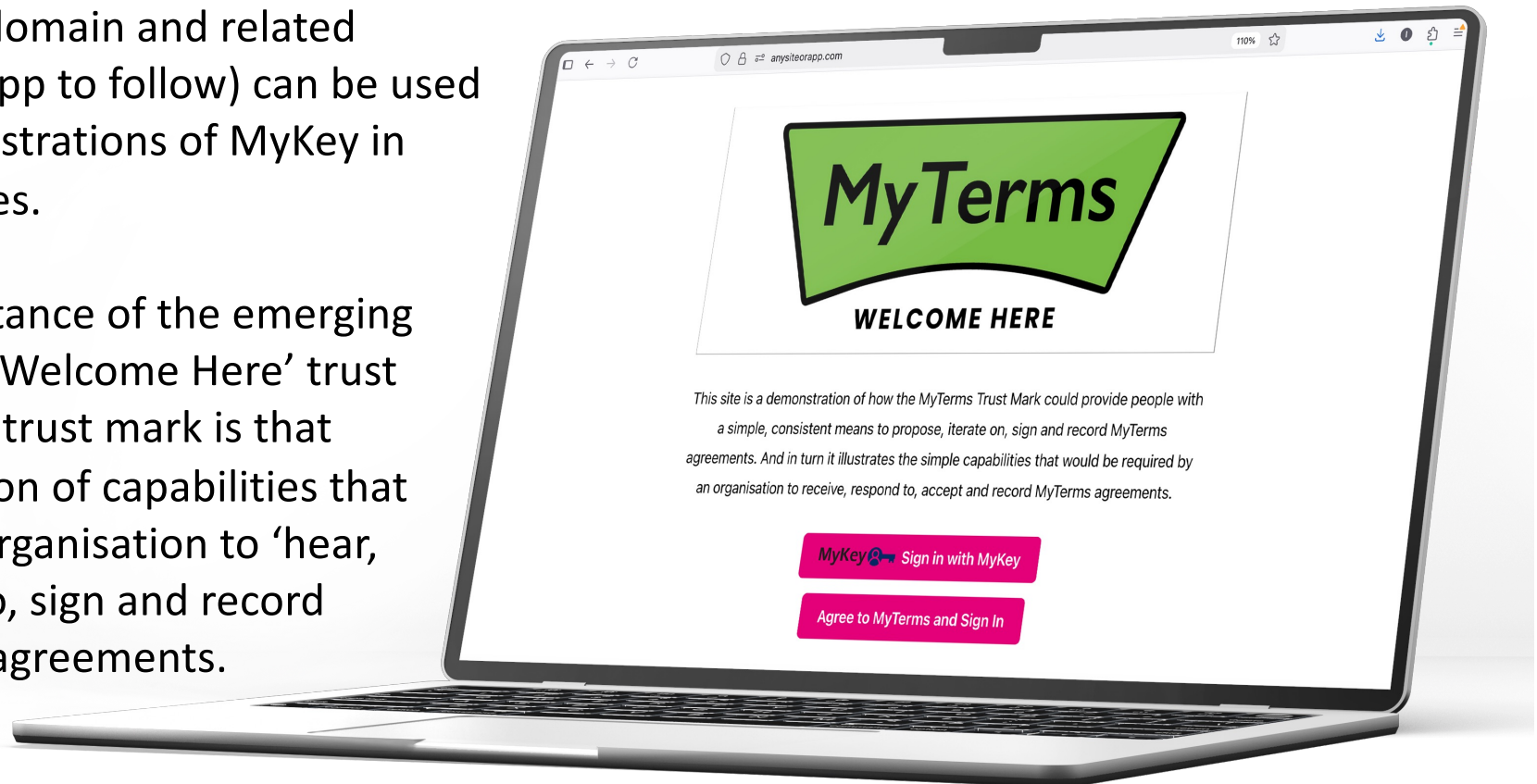
One could think of that service provider as running 'Me as a Service.....'. With that 'me' being fully under the control of the related individual.

Many things can then be built on and alongside that place to stand.

Demonstration Entity Agent: <https://anysiteorapp.com/>

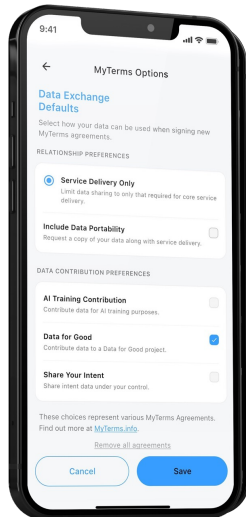
This web domain and related website (app to follow) can be used for demonstrations of MyKey in both modes.

It is an instance of the emerging 'MyTerms Welcome Here' trust mark. The trust mark is that combination of capabilities that allow an organisation to 'hear, respond to, sign and record MyTerms agreements.



Live Agreement Proposal and Signing Shown in Workshop

Person Agent *(as per standard)*

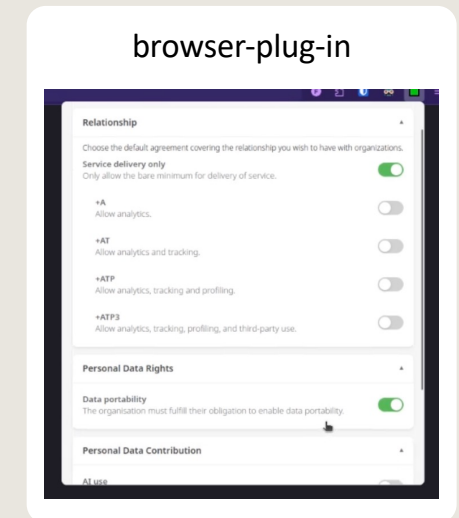
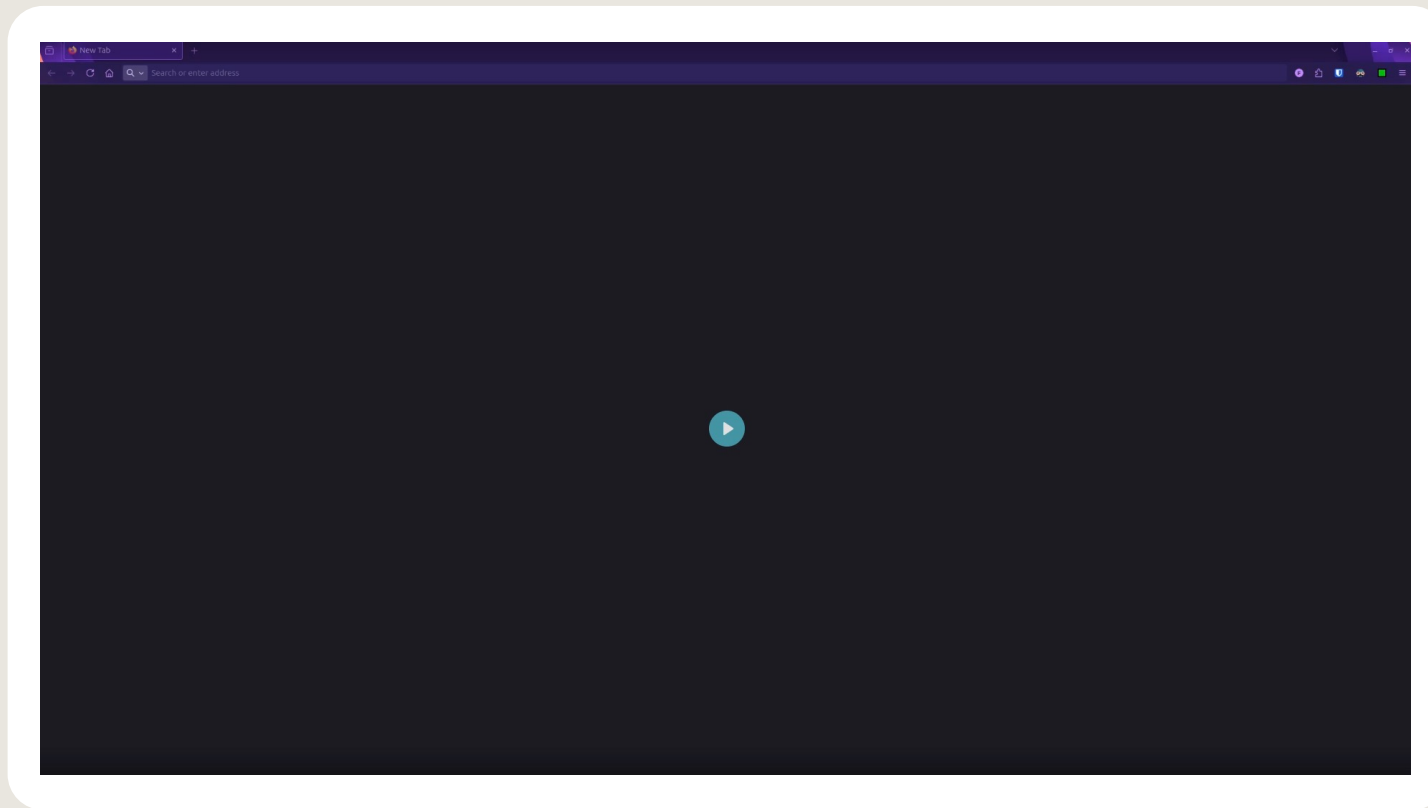


Entity Agent *(as per standard)*



Reference Browser Plug-in/ Privacy Signal

We are building a reference and then deployed instance of the MyKey app in browser-plug-in form. One potential route to deployment in discussion is through MyData.org members.



MyTerms as a Privacy Signal – Our Thesis

A cookie banner exists to give individuals pause for thought (friction), and to enable organisations to gather the facts that they need to demonstrate compliance with regulations.

What if....

Individuals only dealt with that friction once (app and / or browser plug-in then build into browsers and mobile OS):

- They Decide, 'do I want a default broadcast signal of 'Service Only' (i.e. Essential Cookies Only), or am I happy to grant defined wider access by default?
- Then append that 'Service Only' signal



MyTerms as a Privacy Signal (Pre-relationship)

Global Privacy Control (GPC)	MyTerms 'Service Only' Signal	IAB Consent Framework (TCF)
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MyTerms as a Consent Alternate (Relationship)

<u>Consent</u> as Basis for Relationship	MyTerms <u>Contract</u> as Basis for Relationship	<u>Legitimate Interest</u> as Basis for Relationship
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Personal data flow minimised	Personal data flow <u>optimised</u> for each individual	Personal data flow maximised
<p>This is the economic argument for MyTerms</p>	<p>MyTerms is a fine-grained signal, in effect a combined privacy and intent signal. (No..., but). Default setting is 'Service Only', then the individual can easily escalate through a series of more evolved relationships. (organisations can see more and or do more).</p>	

Agreement Logic

- Contract Law (noting that contracts can form as a consent)
- Rooted in GDPR concepts of transparency, data minimisation, purpose limitation, articulated in detail via Data Privacy Vocabulary
- Fundamentally built around Permissions (this is allowed), and Prohibitions (this is not allowed). This enables a 'race to the top' in that whenever a newly invented harm shows up, it is added to the 'naughty list'
- Split into types, by nature of the underlying implications:
 - Personal Data Contribution Agreements
 - Digital Relationship Agreements
 - Data Rights Add-ons
- To date we have:
 - Three PDC agreements, Five Relationship agreements and 1 data portability add-on
 - Two additional options considered (Employment relationships, Children online)



The Agreements (still in draft, to be hosted at neutral sites)

MyTerms

A New Global Privacy Standard

Home > A New Global Privacy Standard

A New Global Privacy Standard

The digital world we have now, and spend so much time in, is not the one we were promised. It is obviously broken - surveillance, spam, AI slop, sludge-ridden attempts to sell more stuff, and vast amounts of fraud. Join us, and tackle that head on with MyTerms. MyTerms creates a sub-set of the Internet in which personal data exchange is transparent and equitable... And there is no surveillance.

Legal Agreements

Agreements that form the basis of the standardized relationship, data contribution, and data rights agreements.

Relationship Agreements

These agreements are designed to support ongoing digital relationships, i.e. where this is an ongoing exchange of data between an individual and an organisational entity.

Data Contribution Agreements

These agreements are designed to support one-off contributions of data for a particular purpose. So, non-repeating data donations.

Data Rights Agreements

These agreements are designed to support assurance of data rights.

- Agreements
 - Relationship
 - SD-BASE
 - SD-BASE-A
 - SD-BASE-AT
 - SD-BASE-ATP
 - SD-BASE-ATP3
 - Personal Data Contribution >
 - Personal Data Rights >
 - Legal >

Agreement Issues and Questions to Date

1. Contract v Consent in practice rather than theory
2. Localisation requirements
 - Language, even at the ‘which version of English?’ level
 - Localised contract law has been flagged as a concern to address
3. Many interpretations of machine-readability
4. Any other Questions?
5. Feedback?