TRUSTWORTHY TECH PARTNERS

2017 HANDBOOK

Cohort 01

BCorps, Bethnal Green Ventures and Civic Hall (NYC)

“We need to think much less about trust…[and] much more about being trustworthy.”

Onora O’Neill

Convenience and design will always be driving factors behind how people choose their digital products and services. But as more and more negative stories come out of Silicon Valley, consumers are starting to seek out tech that better fits with their personal values.

At Doteveryone, we want to help make responsible and ethical tech easier – easier to design, to deliver and to choose. One of the ways we’re making that happen is through our Trustworthy Tech Partners programme.

You’re part of the first cohort of Trustworthy Tech Partners: representatives from organisations that are already committed to producing responsible digital products and services. Over the next six weeks we’ll work together to explore a draft framework and trust mark developed by the Doteveryone team and determine if they might be useful tools at scale.

Responsible technology is important for delivering a fairer internet experience, and a positive future where tech is useful, trusted and trustworthy. But in order to build that future, we need what Onora O’Neill calls “adequate, useful and simple evidence” – clear, tangible ways for both businesses and consumers to identify trustworthy tech.

Thank you for being part of our inaugural cohort. We hope it helps you in your work.

Very best,

Cassie Robinson, Strategic Design Director
Laura James, Technical Principal

doteveryone

What we're doing

Over the next eight weeks, each Trustworthy Tech Partner will complete tasks for each of the ten aspects of responsible technology (see pages 6–11). For each aspect, you'll review your current practices and plans and create and/or compile documentation about them.

We expect this will take two to six hours per week depending on the complexity of your product/service and the scale of your organisation. If the tasks take a disproportionate amount of time, please let us know – and do the best you can!

During this time, Doteveryone will offer remote "office hours" where organisations can dial in for a chat if they have questions or need support. We'll also have a community Slack where you can share ideas and help your fellow partners.

At the end of the prototyping period, the Doteveryone team will review documentation for each partner. We'll be looking for:

A. How your organisation meets each of the ten aspects of responsible technology.

B. The evidence to support this, as well as how useful it is to demonstrate reliability, honesty and competence

C. How much effort it took you to produce the evidence and your thoughts on the trust mark in general

In December, we'll hold a party to thank all the participants.

In January 2018, we'll hold a wrap-up meeting with each partner individually to review your practices, discuss your programme experiences (including challenges and opportunities), answer your questions and share ideas for improvement.

At the end of the program (still TBD), we'll publish documentation and learnings online. (If there are any parts of the documentation you don't want us to publish, please let us know – we're happy to redact.)

What we want to learn

The Trustworthy Tech Partners programme is trying to answer the following questions.

FOR ORGANISATIONS

– **Is producing documentation of this sort useful** for companies, and does it take a reasonable proportionate effort? What sort of support would be useful? Is a community of practice valuable, or are existing communities sufficient?

– **What support and guidance** do organisations trying to be responsible and ethical need? What form might that support take?

– **Do the 10 aspects of responsible technology we've outlined align with organisations' own thinking** about ethics and trustworthiness? What about with their experiences of consumer expectations?

– **How does the trustmark process compare to other marks, standards, certifications and pledges** which are used in the technology sector, in ethical business and related areas? Is there overlap with other standards? Does the evidence for this trustmark idea overlap with evidence necessary for other certifications?

–Do ethically-minded organisations producing digital products and services see **a need for a trustmark in general, or specifically for a trustmark of this type?**

MORE BROADLY

– **Is the documentation produced of interest to consumers?** What about to campaign groups, retailers or consumer groups? (These questions will be tested after the information is gathered and reviewed.)

The 10 aspects of responsible technology

Each task should take between two and six hours.

WEEK 1-2

Business models, ownership and control

The business model and organisational structure should be appropriate for the tech in question, and the value given and received by different stakeholders should be reasonable. Organisations should be established in appropriate locations, and should of course follow local and international law, pay their taxes, etc.

Employment and working conditions

Everyone involved in producing tech should have fair pay and conditions, and work in environments free from exploitation. Workplaces should be inclusive in terms of gender, age, ethnicity, etc. CEO to worker pay ratios should be reasonable. All the above should apply to the supply chain, including subcontractors, hosting providers and so on, not just those directly creating or operating the tech in question.

WEEK 3

Societal impact

Technology should add something to the world – or, at the very least, not take anything away. In addition to a product or service's actual function, organisations should consider contributing to public or commons infrastructure, and their impact on public services.

Rewards for contributions

Services that use people's labour or information should reward those people fairly for their contributions. (This could include anything from data analysis to microtasking to Google's "I'm not a robot" reCAPTCHA.) Rewards could take many forms – pay, shares, in kind benefits, discounts, etc. – but should be fair for the value generated by the information or effort contributed. Materials which are reused should be attributed appropriately.

WEEK 4

Unintended consequences

Not all risks can be avoided, but they should be anticipated, and actions to avoid them – or to mitigate their consequences – should be planned. During both

The 10 aspects of responsible technology

Each task should take between half an hour and three hours

design and maintenance, systems effects, side effects, and potential harms for different people, stakeholder groups or the wider environment should be considered. This should not be limited to what happens if things go wrong; plans should also include what happens if a product or service becomes overwhelmingly successful.

WEEK 5

Context and environment

Nothing operates in isolation. The context technology operates in should be appropriately considered and addressed—including who may use or encounter it, and how it may be interpreted. A service that offers support and guidance should be clear that it's offering advice, not dictating choices; ambient home technology should consider what happens if it's used by children, guests, etc.

WEEK 6

Best practice

Responsible technology is useful technology that joins up with other tools and is designed for real people and situations. In whatever technology is being developed, appropriate standards and best practices should be used, and any particular technology-specific guidelines around ethics should be followed. Good design practices such as human-centric design and systems design should be used throughout. Depending on the product or service, sustainability considerations may also be relevant – that might mean hardware designed for reuse, repair or recycling, or energy use. Reusing appropriately licensed code is also good practice!

WEEK 7

Understandability

People should be able to easily find out and understand how a product or service works. This includes clear, understandable terms and conditions, but goes beyond that; costs, service levels, and specifics such as data sourcing, storage, management and sharing, etc., should all be accessible and comprehensible. Users should understand how to raise concerns or complain about the service, and know what to expect if something goes wrong or changes.

The 10 aspects of responsible technology

Usability
Especially if a broad range of users are expected, or if people will be compelled to use a product or service, accessibility and support should be appropriate. This includes conventional accessibility considerations—for example, designing for screen readers – but goes much deeper. Does a product or service work for someone with mental health issues, or memory problems? Someone who relies on a carer? Someone who does not have access to a smartphone, or an old phone, or limited or filtered internet access? Enabling support staff to work around exceptional cases is key.

WEEK 8
Maintenance, service and support
Responsible technology needs to work tomorrow as well as today. All products and systems should offer help and support to users, and offer service including access to necessary updates for a reasonable period, and graceful degradation when necessary. This means that at the design stage there should be consideration of what happens to customers if the product or service doesn't take off, or if the business fails, or if the business is acquired by someone else.

"Publicity is justly commended as a remedy for social and industrial diseases. Sunlight is said to be the best of disinfectants, electric light the most efficient policeman."

Justice Louis D. Brandeis

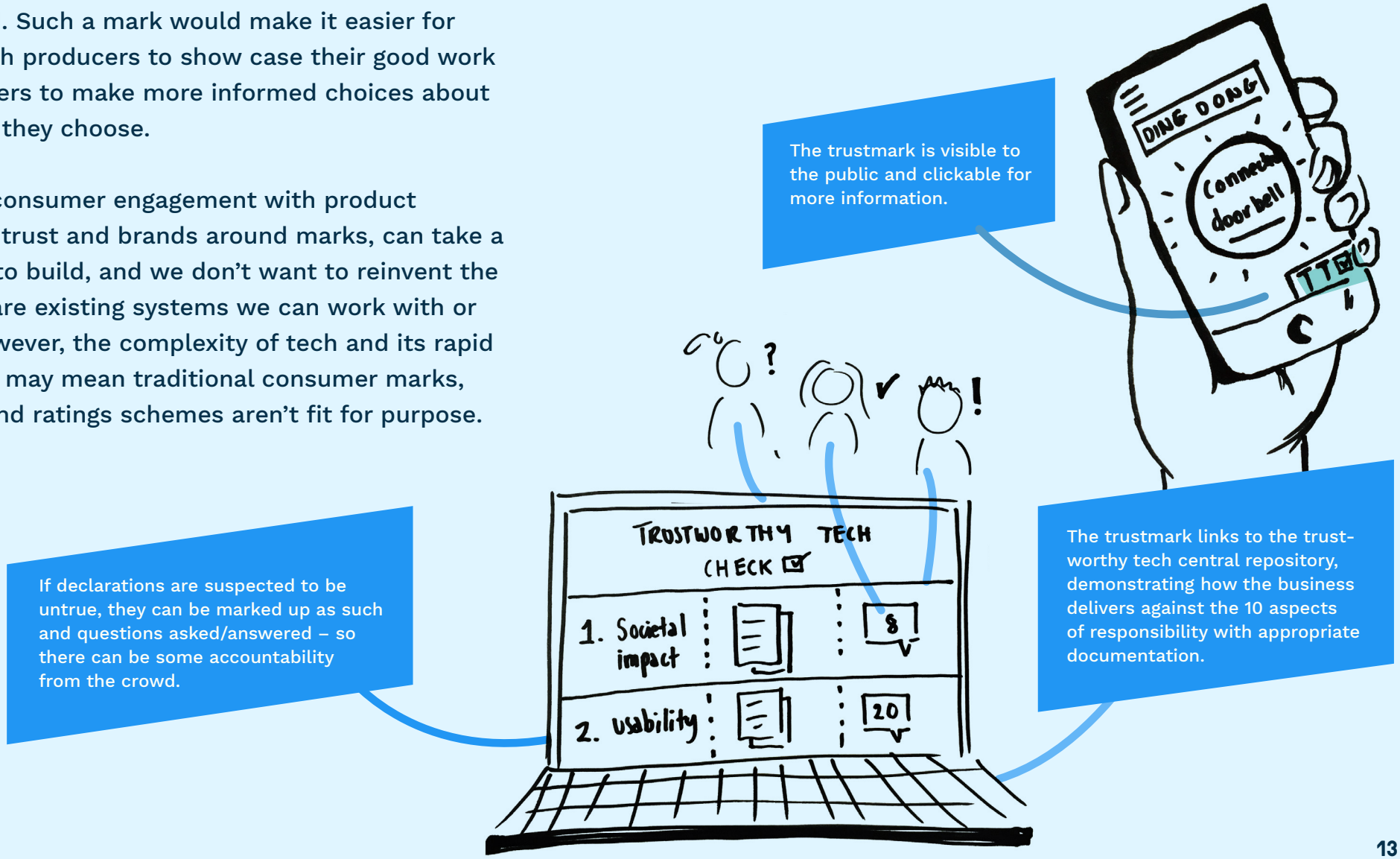
A trustworthy tech mark

Building on from consumer trustmarks and standards like Fair Trade, Doteveryone thinks a trustworthy tech mark might be one way to increase the amount of ethical tech being produced. Such a mark would make it easier for responsible tech producers to show case their good work and forconsumers to make more informed choices about the technology they choose.

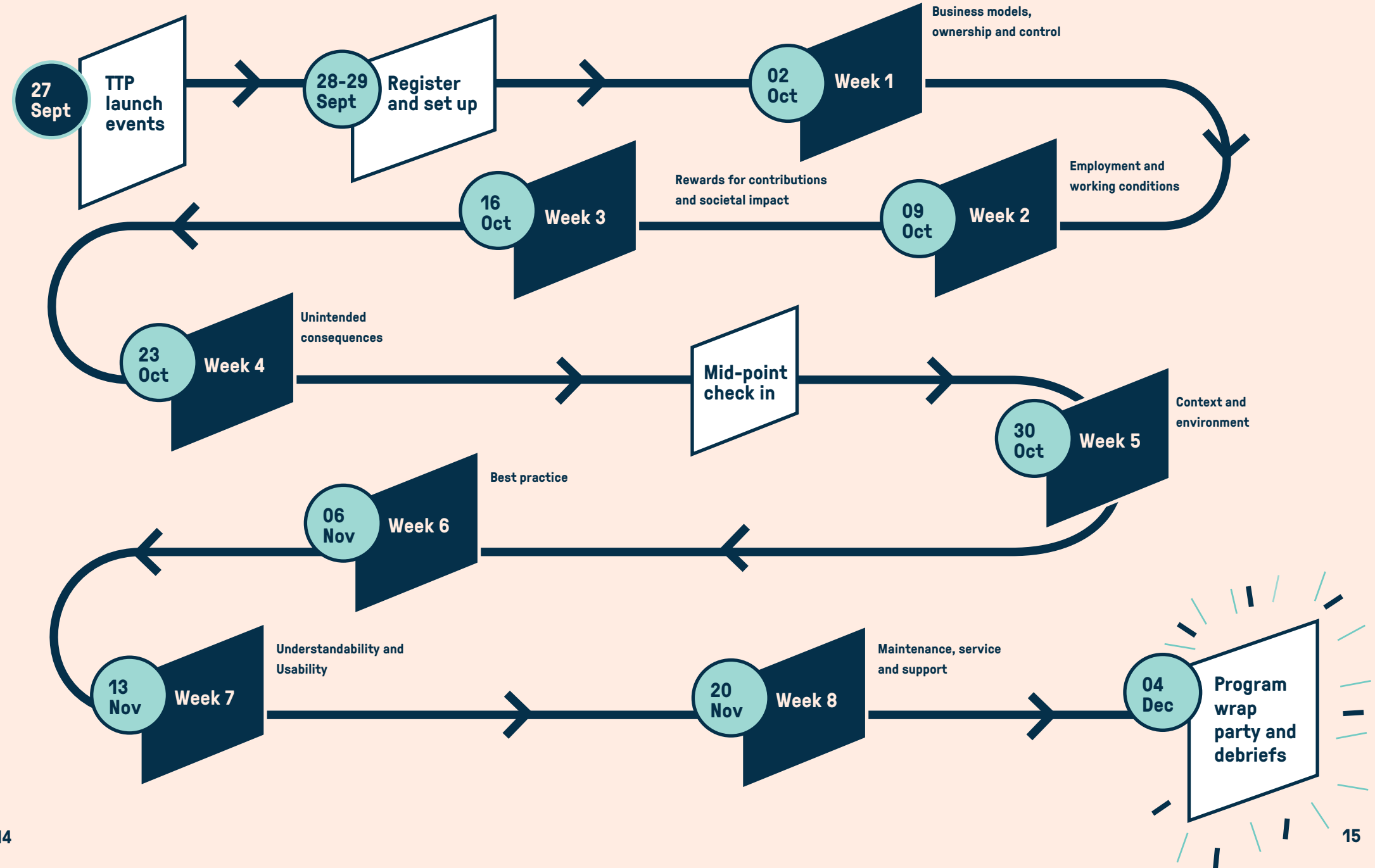
We know that consumer engagement with product standards, and trust and brands around marks, can take a very long time to build, and we don't want to reinvent the wheel if there are existing systems we can work with or build upon. However, the complexity of tech and its rapid pace of change may mean traditional consumer marks, certifications and ratings schemes aren't fit for purpose.

Designing the trustmark

We're imagining a voluntary mark supported by public online documentation to justify the use of the mark and to provide a platform for accountability.



Programme timeline



It's OK to...

1. SAY "I DON'T KNOW"
2. ASK FOR MORE CLARITY
3. WORK IN TEAMS
4. DIVIDE AND CONQUER
5. DO A TASK A DIFFERENT WAY, AS LONG AS YOU TELL US WHY
6. ASK US WHAT ACRONYMS STAND FOR
7. STOP IF A TASK IS TAKING TOO LONG
8. MEET UP WITH OTHER TRUSTWORTHY TECH PARTNERS
9. SEND US HONEST FEEDBACK
10. USE PHOTOS AND DRAWINGS TO DOCUMENT YOUR PROCESS

The Doteveryone team

CASSIE ROBINSON - STRATEGIC DESIGN DIRECTOR

Cassie is your main contact at Doteveryone. She will be coordinating the prototyping with all of our partners. Ask Cassie is you have any questions about any aspect of it.
cassie.robinson@doteveryone.org.uk

DR LAURA JAMES - TECHNOLOGY PRINCIPAL

Laura leads Doteveryone's work in responsible technology. She'll be your main contact for office hours and help calls. Ask Laura if you have any technical questions.
laura.james@doteveryone.org.uk

IRIT POLLAK - DESIGN RESEARCH LEAD

With Laura and Cassie, Irit has designed all of the materials and content for the programme. If you need access to tools or help in documenting what you are learning, ask Irit.
irit.pollak@doteveryone.org.uk

ASTRID SPEGEL - OFFICE MANAGER

Astrid will be a general all-round support for the programme. If you have any logistical or administrative queries, ask Astrid.
astrid.spegel@doteveryone.org.uk

ALEX LEMON - RESEARCH AND INSIGHTS LEAD

Alex will mostly be behind the scenes, helping with the analysis of the work you do each week. The rest of the team will be sharing what we are learning with Alex and she'll be drawing out insights.
alex.lemon@doteveryone.org.uk

2017 Trustworthy Tech Partners

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