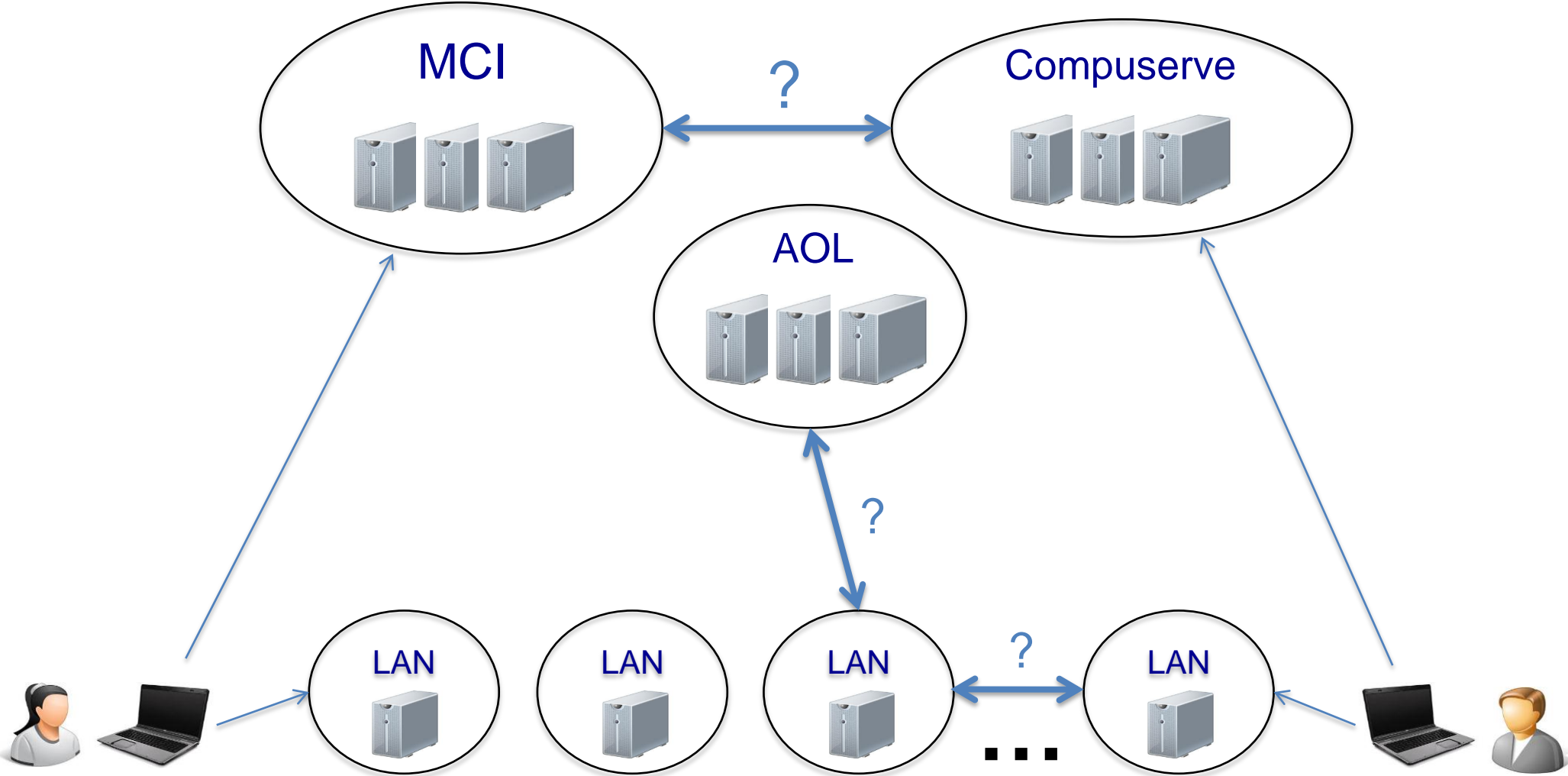


A vibrant, colorful nebula with orange, yellow, and green hues against a dark starry background. The nebula's structure is complex, with bright, glowing regions and darker, more diffuse areas. The colors transition from deep reds and oranges at the bottom to bright yellows and greens at the top, creating a sense of depth and energy. Numerous stars are visible throughout the scene, some appearing as sharp points of light and others as more diffuse, glowing spheres.

# The Extraordinary Potential of a Personal Cloud Network

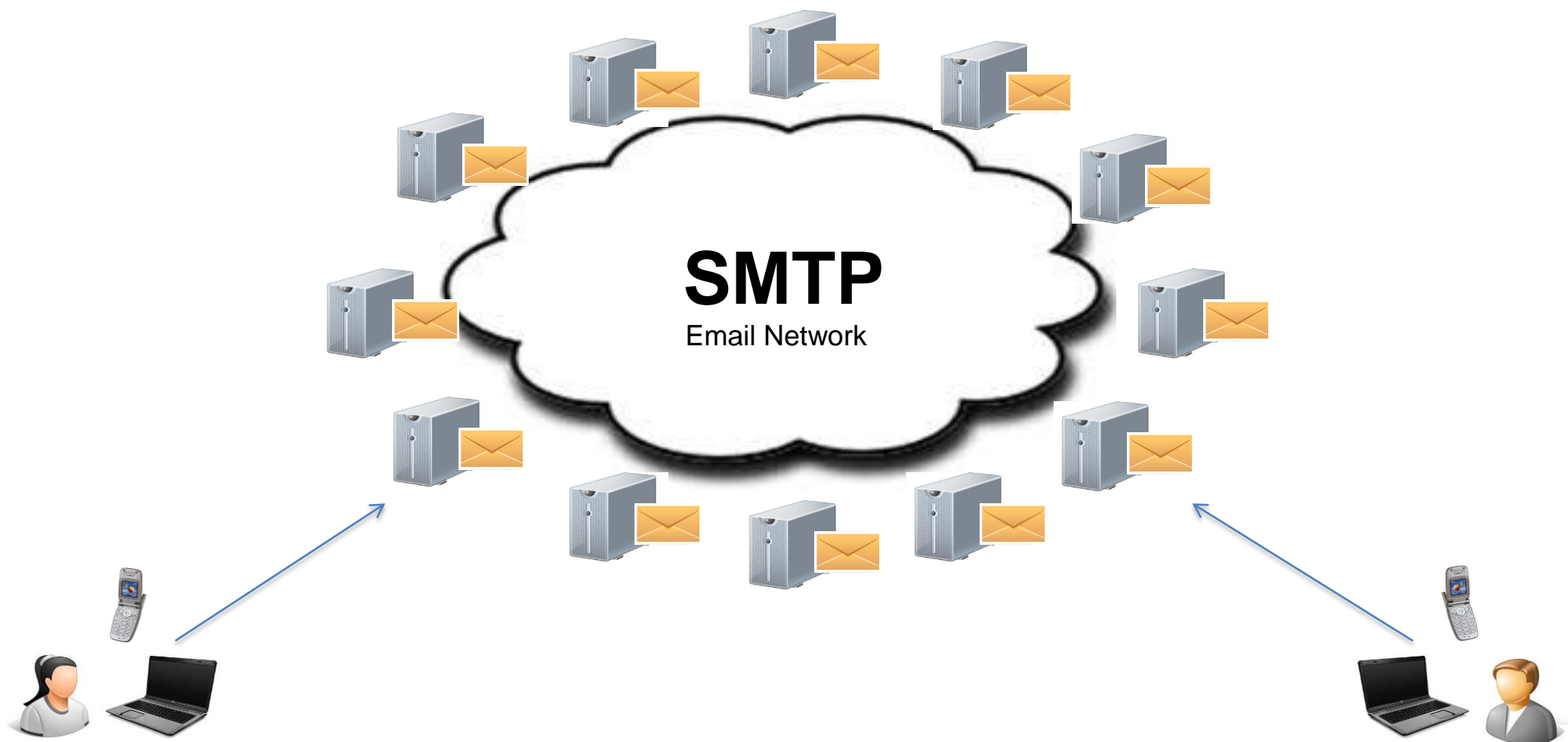


# The email ecosystem in 1990

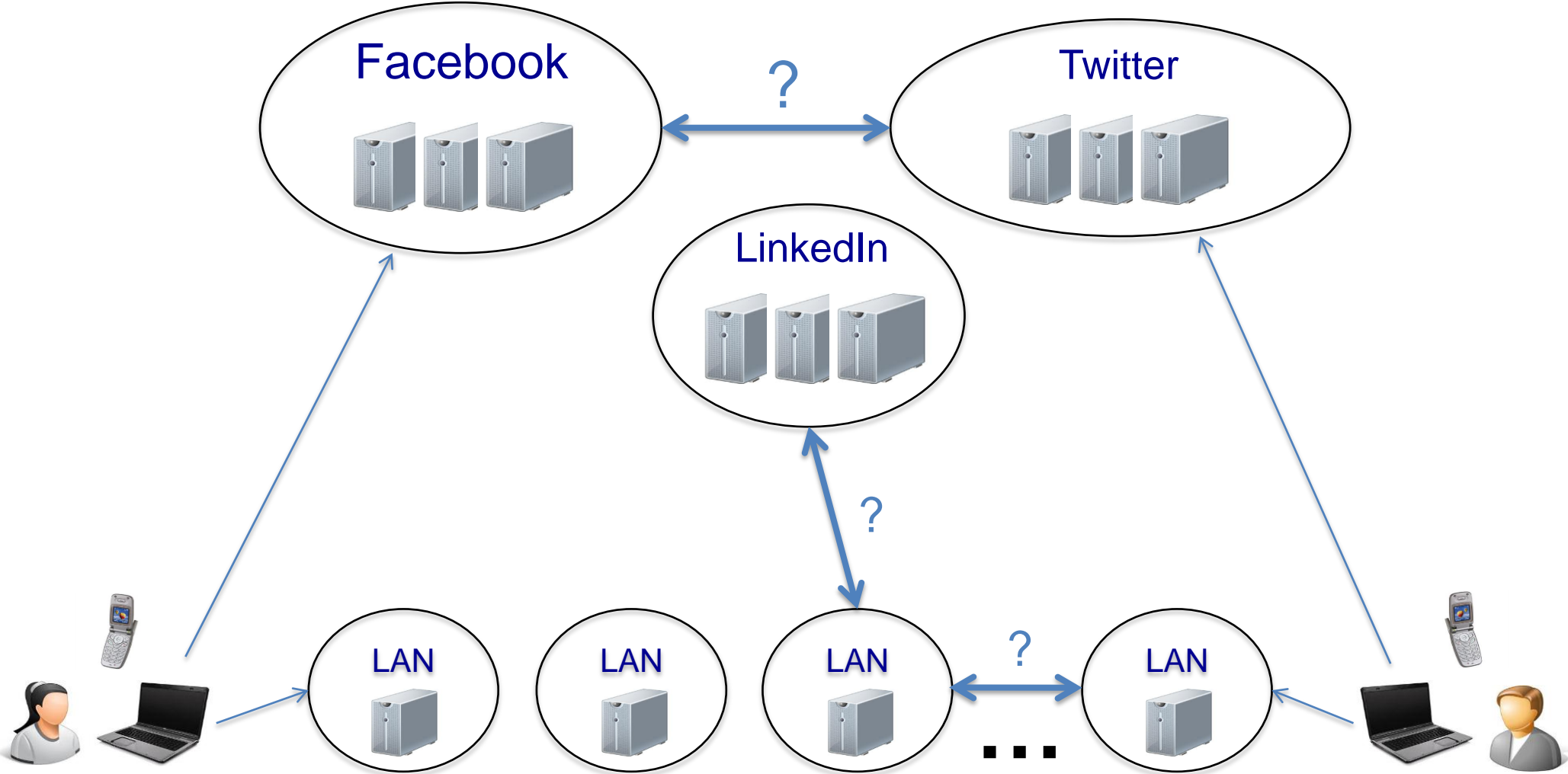


# The email ecosystem in 2000

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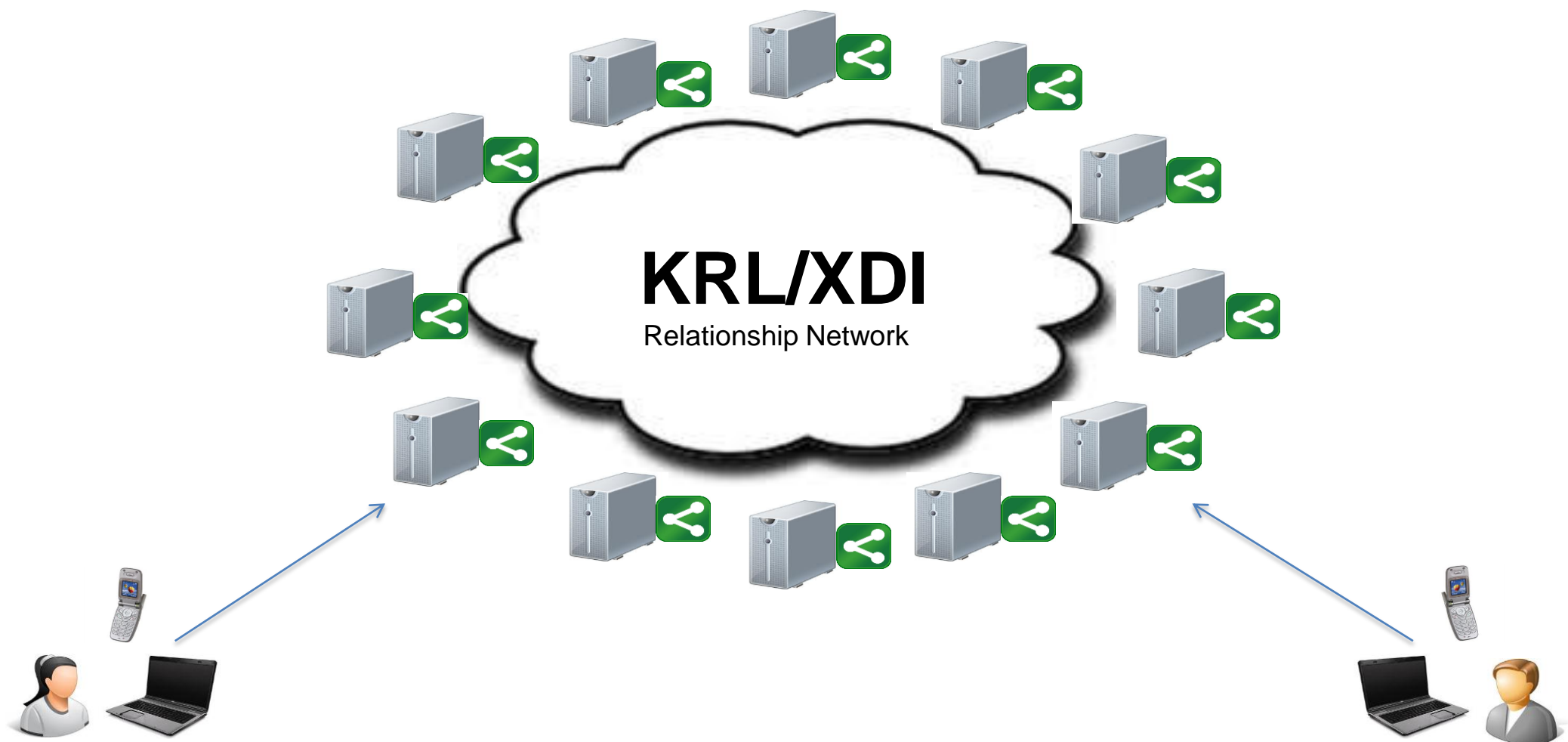


# The relationship ecosystem in 2010



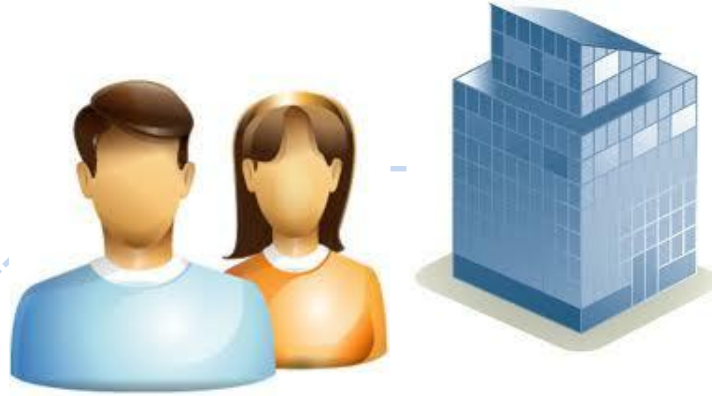
# The relationship ecosystem in 2020

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A photograph of a suspension bridge, likely the Golden Gate Bridge, spanning a body of water. The bridge's steel structure, including the towers and suspension cables, is prominent. The sky is blue with scattered white clouds. The water is a deep blue. In the bottom left corner, there is white text.

But a technical layer  
alone is not enough



Users

Business Layer

Legal Layer

Technical Layer

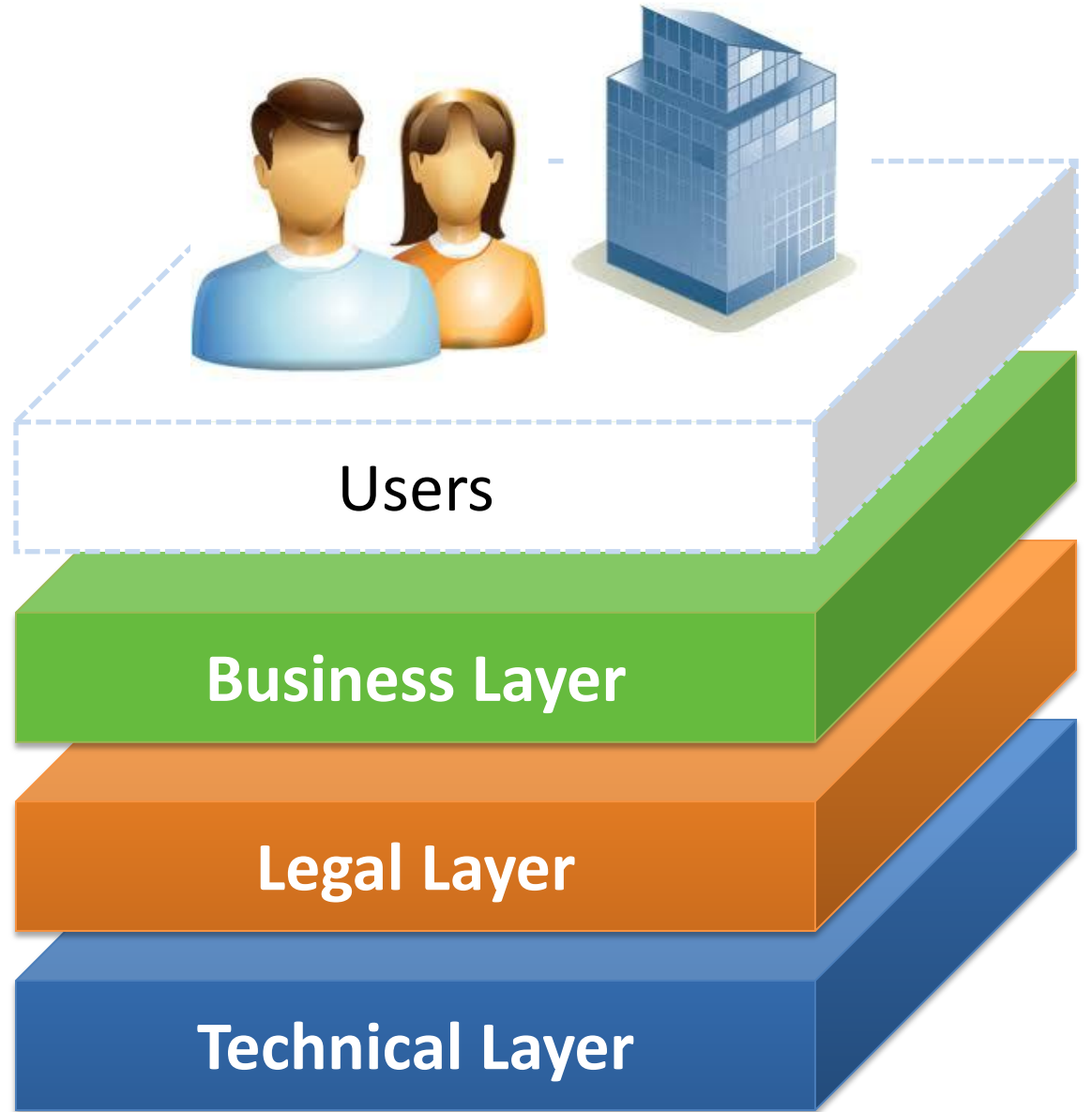
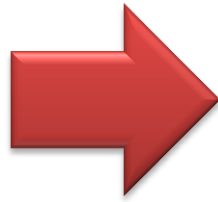


The **Respect Trust Framework** was listed with OIX (Open Identity Exchange) in May 2011 and won the **Privacy Award** at the 2011 European Identity Conference

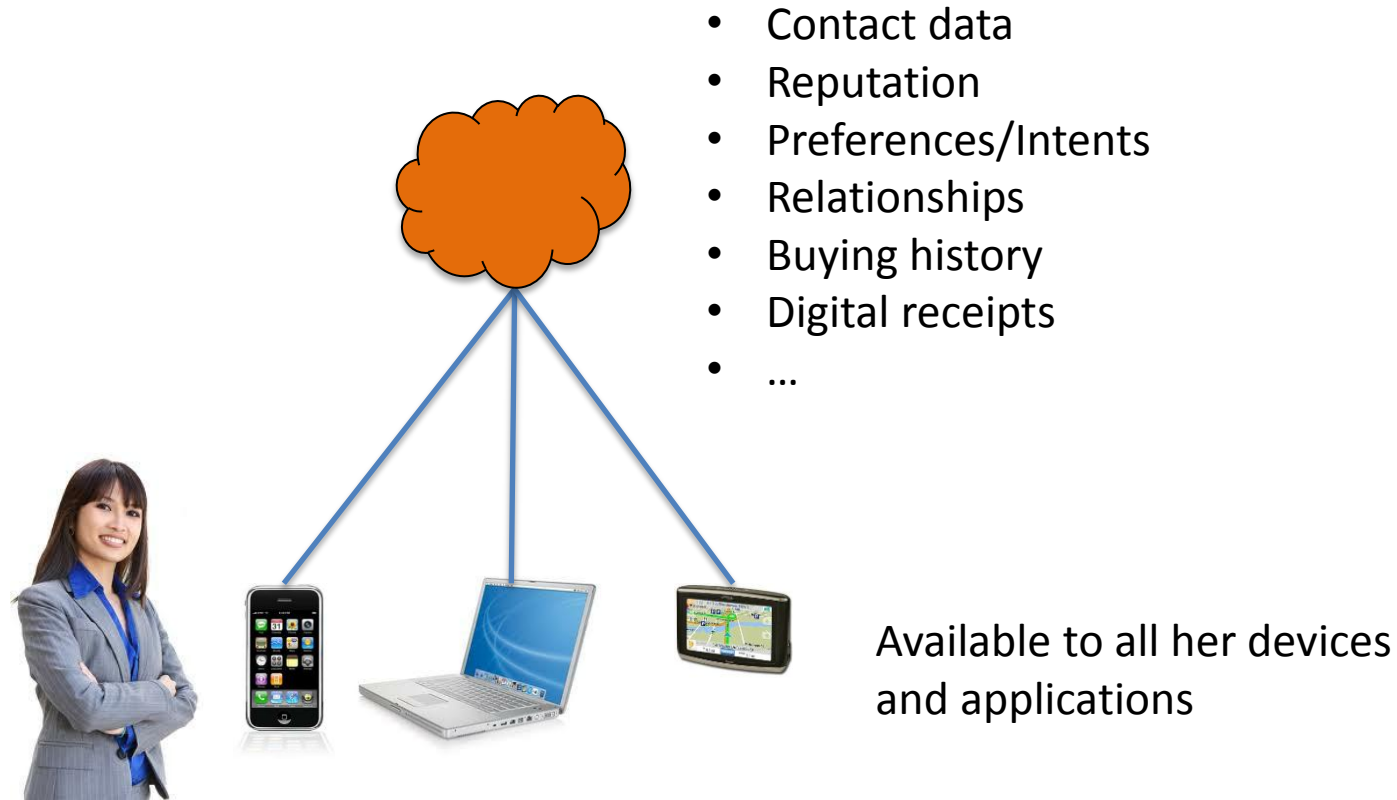


<b>Principle</b>	<b>Synopsis</b>	<b>Wording</b>
<b>Promise</b>	<i>We will respect each other's digital boundaries</i>	Every Member promises to respect the right of every other Member to control the identity and personal data they share within the network and the communications they receive within the network.
<b>Permission</b>	<i>We will negotiate with each other in good faith</i>	As part of this promise, every Member agrees that all sharing of identity and personal data and sending of communications will be by permission, and to be honest and direct about the purpose(s) for which permission is sought.
<b>Protection</b>	<i>We will protect the identity and data entrusted to us</i>	As part of this promise, every Member agrees to provide reasonable protection for the privacy and security of identity and personal data shared with that Member.
<b>Portability</b>	<i>We will support other Members' freedom of movement</i>	As part of this promise, every Member agrees to ensure the portability of the identity and personal data shared with that Member.
<b>Proof</b>	<i>We will reasonably cooperate for the good of all Members</i>	As part of this promise, every Member agrees to share the reputation metadata necessary for the health of the network, including feedback about compliance with this trust framework, and to not engage in any practices intended to game or subvert the reputation system.

**This layer is the key!**

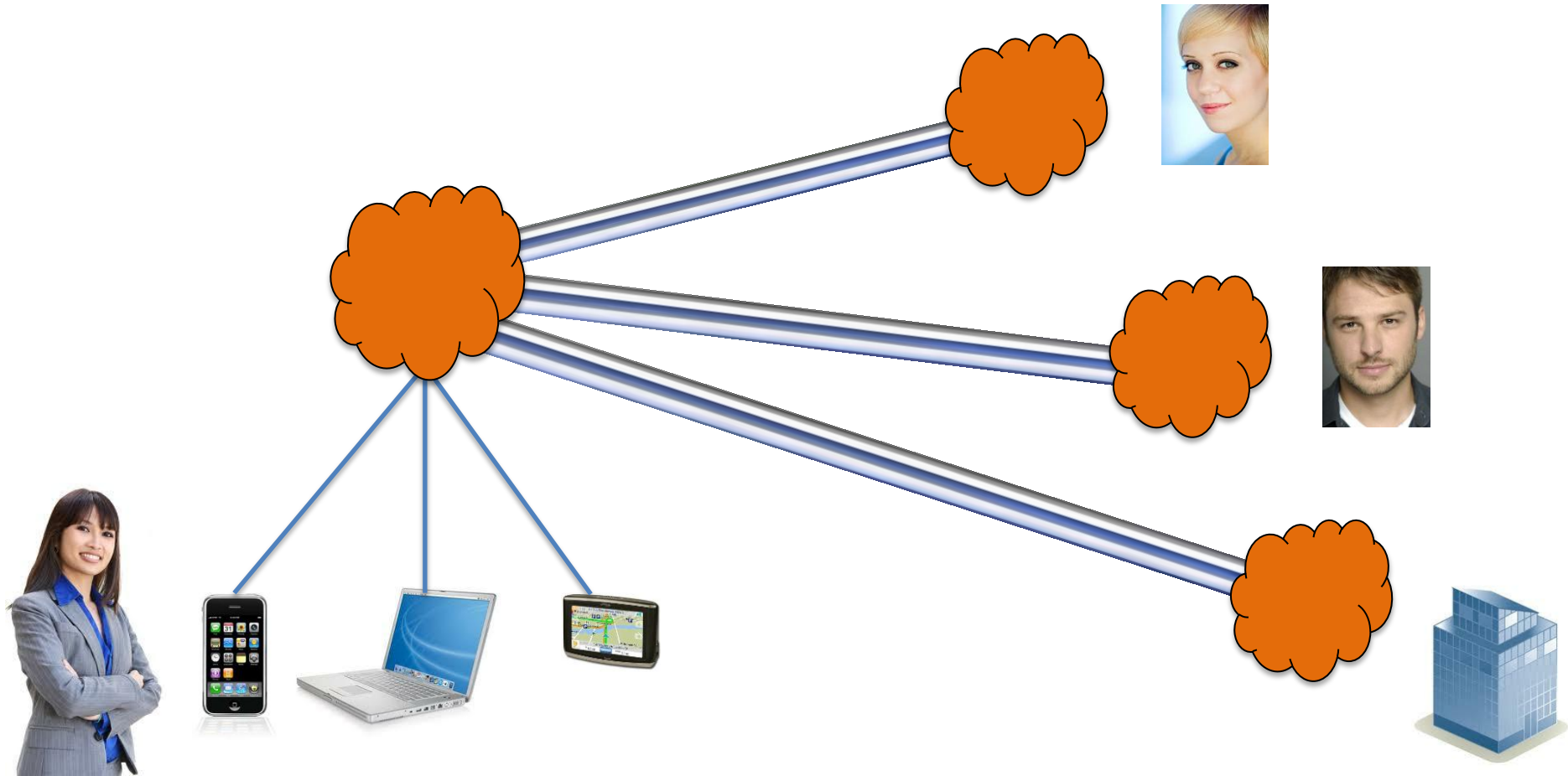


On the Respect Network, each user will have his/her own **personal cloud\*** – like a bank account for personal data and relationship management



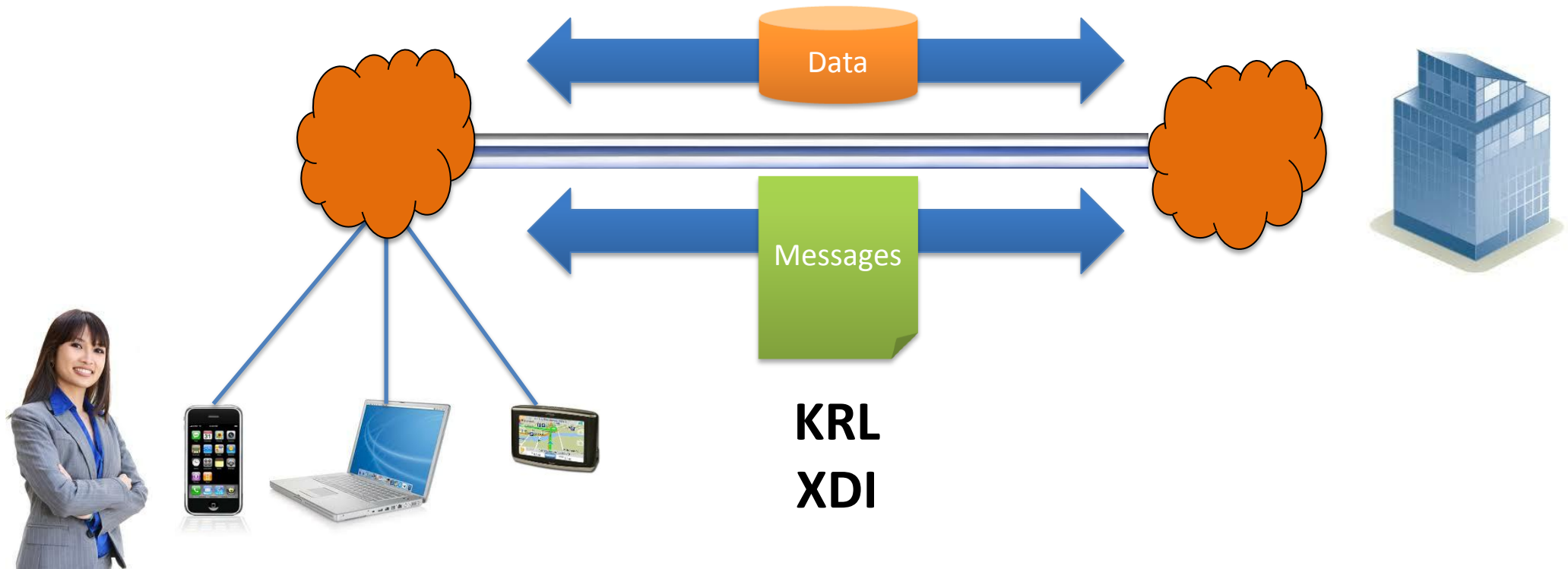
\* also called a “personal data store” or “personal data locker” in VRM terminology

Personal cloud apps – Web, mobile, or embedded – will communicate over **personal channels** that connect with other personal and business clouds on the network

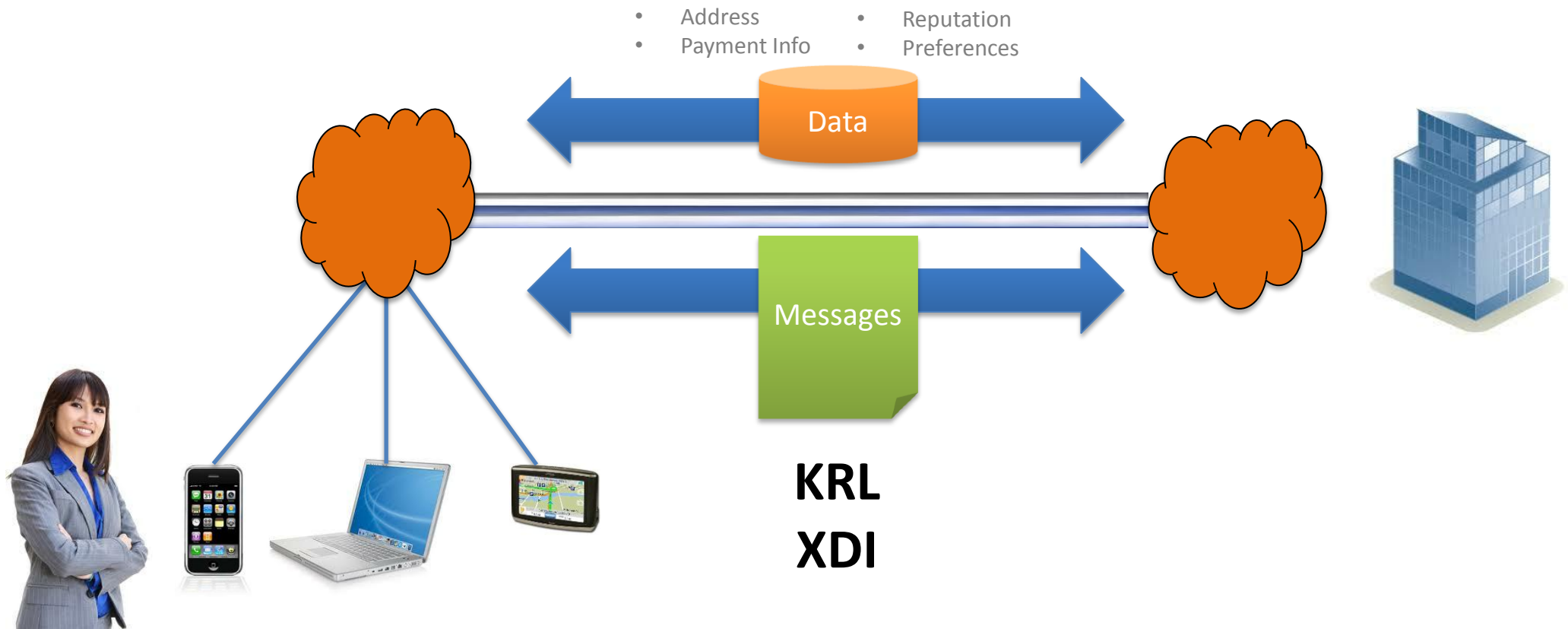




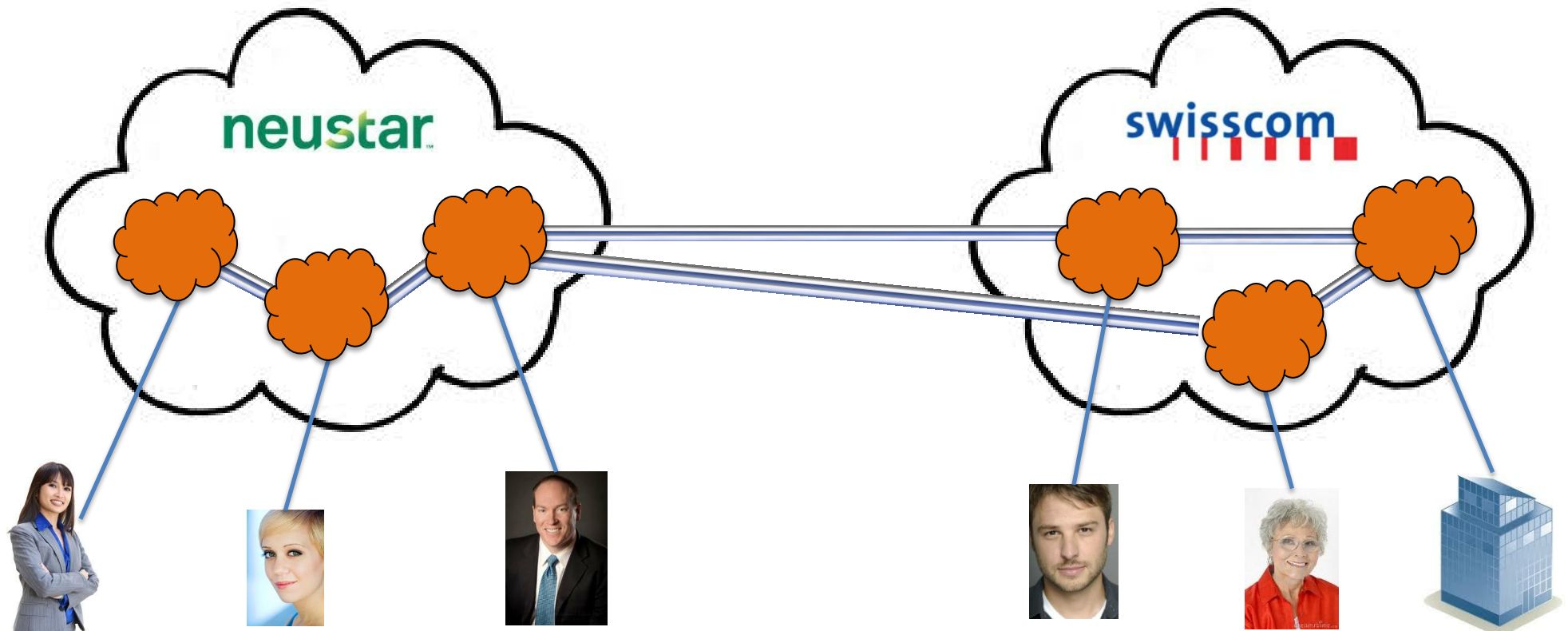
Personal channels can use the **OASIS XDI protocol** – the first open standard for semantic data interchange – and the open source **KRL rules language** for event processing



Each personal channel is a secure cloud-to-cloud link over which data and messages can flow, but **only as agreed by both parties** – if the channel is ever abused, either party can delete it



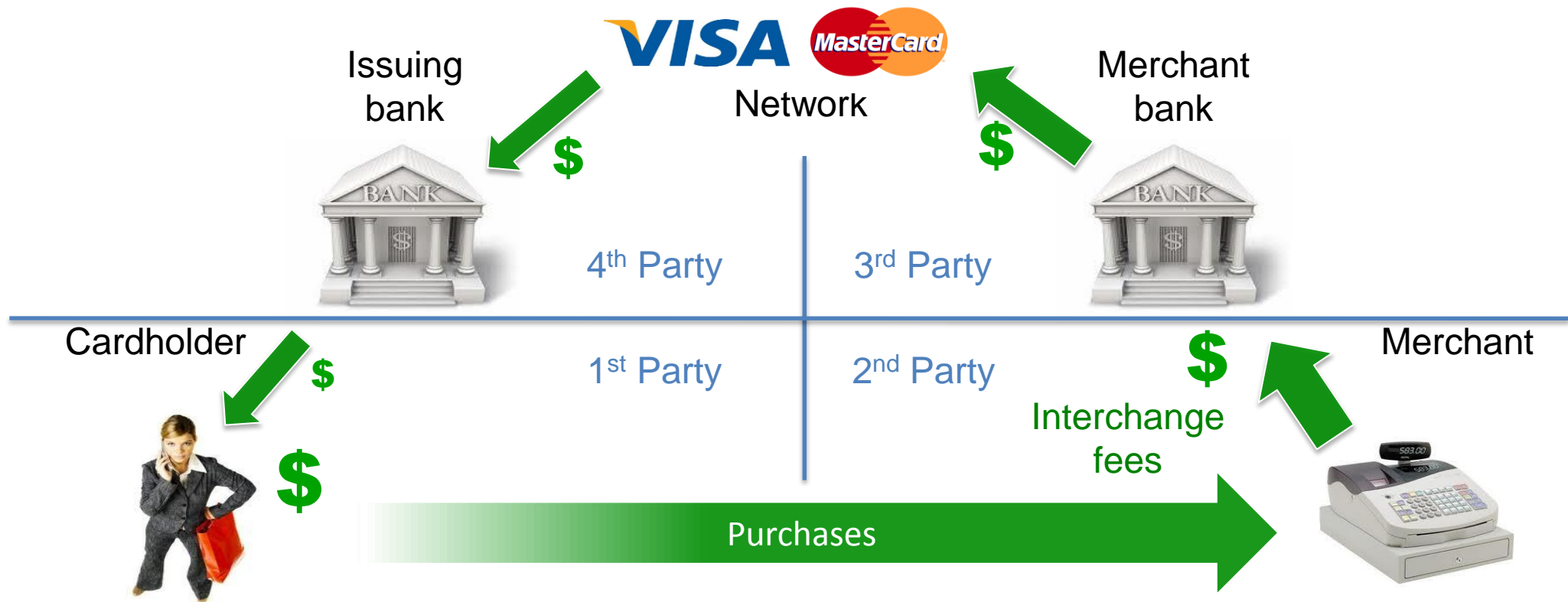
It is also a **multi-provider network** where users and business can choose their cloud provider just like with today's email or banking networks – and all providers will support **data portability** just like phone number portability



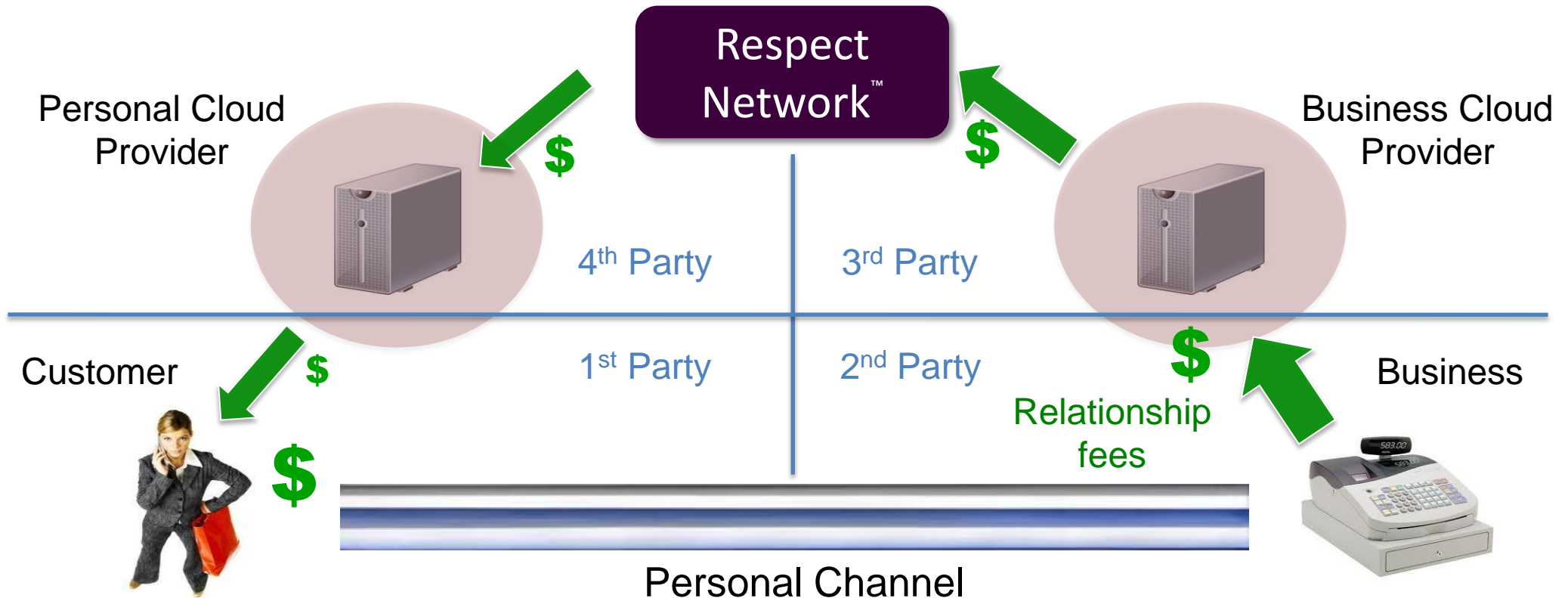




On a credit card network, businesses pay interchange fees for the value of the transactions facilitated by the network



On the Respect Network, instead of interchange fees, vendors pay *relationship fees* for the value of the trusted relationships facilitated by the network





Respect Network<sup>TM</sup>

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Relationship-as-a-Service<sup>SM</sup>

neustar™



The **Customer's Voice**



THE SEARLS GROUP

