

---

**P7006**

---

**Submitter Email:** johnchavens@gmail.com

**Type of Project:** New IEEE Standard

**Project Request Type:** Initiation / New

**PAR Request Date:** 09 Feb 2017

**PAR Approval Date:** 23 Mar 2017

**PAR Expiration Date:** 31 Dec 2021

**PAR Status:** Active

---

**1.1 Project Number:** P7006

**1.2 Type of Document:** Standard

**1.3 Life Cycle:** Full Use

---

**2.1 Project Title:** Standard for Personal Data Artificial Intelligence (AI) Agent

---

**3.1 Working Group:** Personal Data AI Agent Working Group(C/S2ESC/WG-PDAI)

**3.1.1 Contact Information for Working Group Chair:**

**Name:** Kenneth Wallace

**Email Address:** krw@ieee.org

**3.1.2 Contact Information for Working Group Vice Chair:**

**Name:** Gry Hasselbalch

**Email Address:** mediamocracy@protonmail.com

**3.2 Society and Committee:** IEEE Computer Society/Software & Systems Engineering Standards Committee(C/S2ESC)

**3.2.1 Contact Information for Standards Committee Chair:**

**Name:** Edward Addy

**Email Address:** edward@addy.email

**3.2.2 Contact Information for Standards Committee Vice Chair:**

**Name:** Carl Singer

**Email Address:** ieee.carl@gmail.com

**3.2.3 Contact Information for Standards Representative:**

None

---

**4.1 Type of Ballot:** Individual

**4.2 Expected Date of submission of draft to the IEEE SA for Initial Standards Committee Ballot:**  
Dec 2017

**4.3 Projected Completion Date for Submittal to RevCom:** Aug 2018

---

**5.1 Approximate number of people expected to be actively involved in the development of this project:** 35

**5.2 Scope of proposed standard:** This standard describes the technical elements required to create and grant access to a personalized Artificial Intelligence (AI) that will comprise inputs, learning, ethics, rules and values controlled by individuals.

**5.3 Is the completion of this standard contingent upon the completion of another standard?** No

**5.4 Purpose:** With the advent and rise of AI there is a risk that machine-to-machine decisions will be made with black-box inputs determined without input transparency to humans. In order to enable ethics based AI, individuals will require the means to influence and determine the values, rules and inputs that guide the development of personalized algorithms and Artificial Intelligence. They will need an agent that can negotiate their individual rights and agency in a system of shared social norms, ethics and human rights that also foresee and helps the individual mitigate ethical implications of data processing. This approach will enable individuals to safely organize and share their personal information at a machine-readable level and enable a personalized AI to act as a proxy for machine-to-machine decisions. A key goal for the creation of this standard is to educate government and commercial actors why it is in their best interests to create the mechanisms for individuals to train Personal AI Agents to move beyond asymmetry and harmonize personal data usage for the future.

**5.5 Need for the Project:** The most pressing pragmatic reason for Personalized AI comes in the form of The EU General Data Protection Regulation (GDPR). Beginning 25 May 2018 all global organizations need to demonstrate compliance on how they handle EU citizen data and empower the individual in data exchanges or risk facing heavy fines (up to four percent of their gross revenues). If citizens are empowered through AI

that is coordinated with GDPR and other privacy regulations they can direct how their data, devices and location are accessed and used.

In conjunction with data reported by organizations in compliance with European Union regulators, these direct insights would accelerate trust-driven business and economic practices around the world while providing metrics that could be utilized in multiple other areas beyond commerce including medicine, insurance, and autonomous and intelligent technologies. While the GDPR provides a core need for this standard to be created, it should be noted that the standards for developing personal AI agents would be designed to be universal in their application for any country or organization to utilize.

This standard will articulate a range of ways data, access and permission can be granted to government, commercial, or other actors that allows for technical flexibility, transparency, and informed consensus for individuals.

**5.6 Stakeholders for the Standard:** The primary stakeholders for this standard are the individuals whose information is utilized for any data interaction, but also includes the academics, engineers, programmers, marketers or technologists of any kind wishing to utilize said data.

---

## **6.1 Intellectual Property**

**6.1.1 Is the Standards Committee aware of any copyright permissions needed for this project?**

No

**6.1.2 Is the Standards Committee aware of possible registration activity related to this project?**

No

---

**7.1 Are there other standards or projects with a similar scope?** No

**7.2 Is it the intent to develop this document jointly with another organization?** No

---

**8.1 Additional Explanatory Notes :**