

Digital Consent Standard

Sponsorship prospectus

What Is Consentful Tech?

[Una Lee](#) and Dann Toliver developed the [Consentful tech](#) framework in 2017. Consentful Tech goes beyond "I accept these terms and conditions" to consent that is freely given, reversible, informed, enthusiastic, and specific.

Sponsorship Opportunity

Una Lee and [Boaz Sender](#) are launching the Digital Consent Standard and certification program. We are seeking early partners to sponsor the co-design of this standard and help make it accessible to private sector companies and community technology projects alike. Sponsors at the top levels will receive early access to the auditing and certification process. This opportunity is a great fit for:

- Companies interested in shifting the landscape of digital consent.
- Companies with software products who seek to meet EU and US data privacy regulatory requirements.
- Companies who want to support this project by pre-buying a certification.
- Private foundations who are looking to connect with a recommended standard for a portfolio of funded grantees.
- Venture capital firms funding the future of ethical technology.
- Individuals, non-profit organizations, and other institutions who want to support the co-development of this standard.

Consentful Tech is a fiscally sponsored project of Allied Media Projects. Sponsorships are tax deductible for US companies.

Timeline

1. **Q4 2022:** Assemble advisory board and recruit co-designers
2. **Q4 2022 – Q1 2023:** Sponsors sign on
3. **February 6th, 2023:** Acknowledge sponsors on website
4. **Q2 – Q4 2023:** develop the draft standard, tools and resources
5. **Q4 2023:** Share draft standard, and pilot the audit with Sponsors
6. **Q2 2024:** Launch the standard publicly
7. **After Launch:** We will assemble a post launch team to operate the program. This team will publish annual updates to the standard, implement audits and certifications with partners, and maintain systems developed by this program.

Sponsorship levels

1. **\$150,000** *Everything below, plus your company name on our website as a flagship sponsor.*
2. **\$88,000** *Everything below, plus your company name on our website as a founding partner, one discounted training, close contact with the Consentful Tech team as we develop the criteria, and early access to the audit.*
3. **\$36,000** *Everything below, plus one discounted product audit. Help us kickstart this project by pre-buying an audit.*
4. **\$18,000** *Everything below, plus sponsor a co-designer.*
5. **\$1,000** *Everything below, plus early access to the pattern library, and guidelines as they are developed by the co-designers.*
6. **\$180** *Your name on the list of supporters.*

Program Overview

The Digital Consent Standard has a core evaluation criteria document and 8 tools.



The Standard

A comprehensive set of evaluation criteria



Certification

For technology companies and projects.



Pattern Library

Consentful UI, UX, & policy boilerplate



Guidelines

For implementing consentful patterns



Training

For technology companies and projects.



Analysis Tool

Audit a product's consentfulness



Public Report

Reporting on product and technology consent



Directory

Certified consentful products and technologies

Program Fees

We commit to making certification fees accessible to community technology projects.

How to become a sponsor

You can submit a donation at the level you'd like to support through our [donation form](#). Email boaz@bocoup.com if you'd like to discuss your sponsorship level further.

More About the Consentful Tech Project

Consentful Tech is a [sponsored project of Allied Media Projects](#). We are building tech culture, design, and policy that protects people's right to choose what will happen to their data. Consentful technologies are built from the very beginning with consent considerations at their core. We help people build technology that has consent at its core, and teach people how to use technology in a consentful way. For a more detailed case study, read our 2019 speculative consentful tech design privacy.shorensteincenter.org/fries.

About Una Lee

Una Lee is a Vermont-based design practitioner, collaborative design facilitator, and community organizer. Through her practice and organizing work, she attempts to use design to build the world we need, while also pushing the design field to be accountable for its impact on the world we live in. Una is the creative director of the co-design studio And Also Too and design director at Allied Media Projects. She founded the Consentful Tech Project, and is a co-founder and former steering committee member of the international Design Justice Network. She has been a visiting designer at the Berkman Klein Center for Internet & Society at Harvard University, a fellow at UC Berkeley's Center for Technology, Society, and Policy, and is a recipient of a Royal Society of Arts award.

About Boaz Sender

Boaz Sender is a collaborator of the Consentful Tech project. He is the co-author of [reversible web forms](#), volunteer with the [Stop LAPD Spying Coalition](#), [Processing Foundation](#) advisor, and [Design Justice Network](#) steering committee member. Boaz is also the founding Principal at [Bocoup](#), an inclusive technology consulting company working on assistive technology, web standards, and no-code programming tools. Bocoup focuses on inclusion and safety of people from marginalized backgrounds using tools like the [Code of Conduct](#) to incorporate the [organization's values](#). From 2011 until 2017, Boaz was an invited expert to the W3C where he contributed to numerous standards, supported the development of the web-platform-tests initiative, and helped conceive of and develop the [wpt.fyi](#) and [test262.report](#) benchmarks.