

# W3C Customer Experience Digital Data Community Group

**December 13, 2012**

**Rev.: 1.0**

The W3C Customer Experience Digital Data Community Group will deliver specifications related to Customer Experience Digital Data as it relates to its acquisition, sharing and governance.

There will be following specific areas of deliverables:

1. Upgrading the W3C Member Submission specification on Customer Experience Digital Data Acquisition, including recommendations on applicability and extension of the Customer Experience Digital Data Acquisition to support Data Privacy efforts underway at the W3C Tracking Protection Workgroup.

The output (Final Specification) could be directly used by adopters, and could also act as a seed document to a W3C Working Group to turn the specification into a W3C Recommendation.

Additional deliverables may be added based on consensus from the W3C Community Group. Addition of deliverables may be accompanied by an extension to the length of time the Community Group remains active.

## Plan:

1. The Community Group is expected to start its work the week of December 3, 2012, taking up to 6 months to review and create the first deliverable.

Based on this assumption, it is expected that:

- a. The updated specification on Customer Experience Digital Data Acquisition will be released, at the latest, by June 28, 2013
2. If there are no additional deliverables and the length of time is not extended, the Community Group will close its activities by end of July 2013.
3. The Community Group will typically meet on a weekly basis for 1 hour each week. Most meetings will be through conference calls &

Collaboration spaces.

## Deliverables Approval:

1. The Community Group will follow a consensus based approach for approving each of the deliverables.
2. In case consensus cannot be reached, a simple majority vote will be used to decide approval. Every Full Member organization in the Community Group will get one vote.

## Community Group Membership Levels

There will be two membership levels – Observer and Full Members.

Full Members represent their organizations, and each organization gets one vote.

Observers can be individuals or at an organization level.

The final deliverable(s) will carry the name of the Full Members as co-authors. Observers may be acknowledged in the Acknowledgement Section.

## Inducting New Community Members:

1. After initial period of joining (through end of December 2012), Full Members need to be admitted through a simple majority vote of existing Community Group Members – this vote could be taken through e-mail or on a conference call.
2. Observer status (without voting privileges) is automatically granted to anyone (or organizations) wishing to join the Community Group.

## To Approve & to Make Changes to this Charter:

The contents of this charter must be approved based on consensus, failing which, a 2/3rd majority vote from the member organizations of the community, with each full member organization having one vote.

<b>1.0 Charter Approval Status: Not Approved – December 6, 2012</b>

## Membership as of December 13, 2012

<b>Full Member Companies</b>
Accenture
BrightTag
Criteo
Digital Window
Enlighten
Google
HSN
IBM
Localytics
Marin Software
Revoo
TagMan
Tealium
QuBit

<b>Observer Members</b>
Digital Analytic Association
Game-Reviews (UK)
Rob van Eijk (Student)