

Framework for the privacy tech assessment by non-techies

to be tested on

crypto native, lacking privacy 101,

English speaking, different geos, has notebook

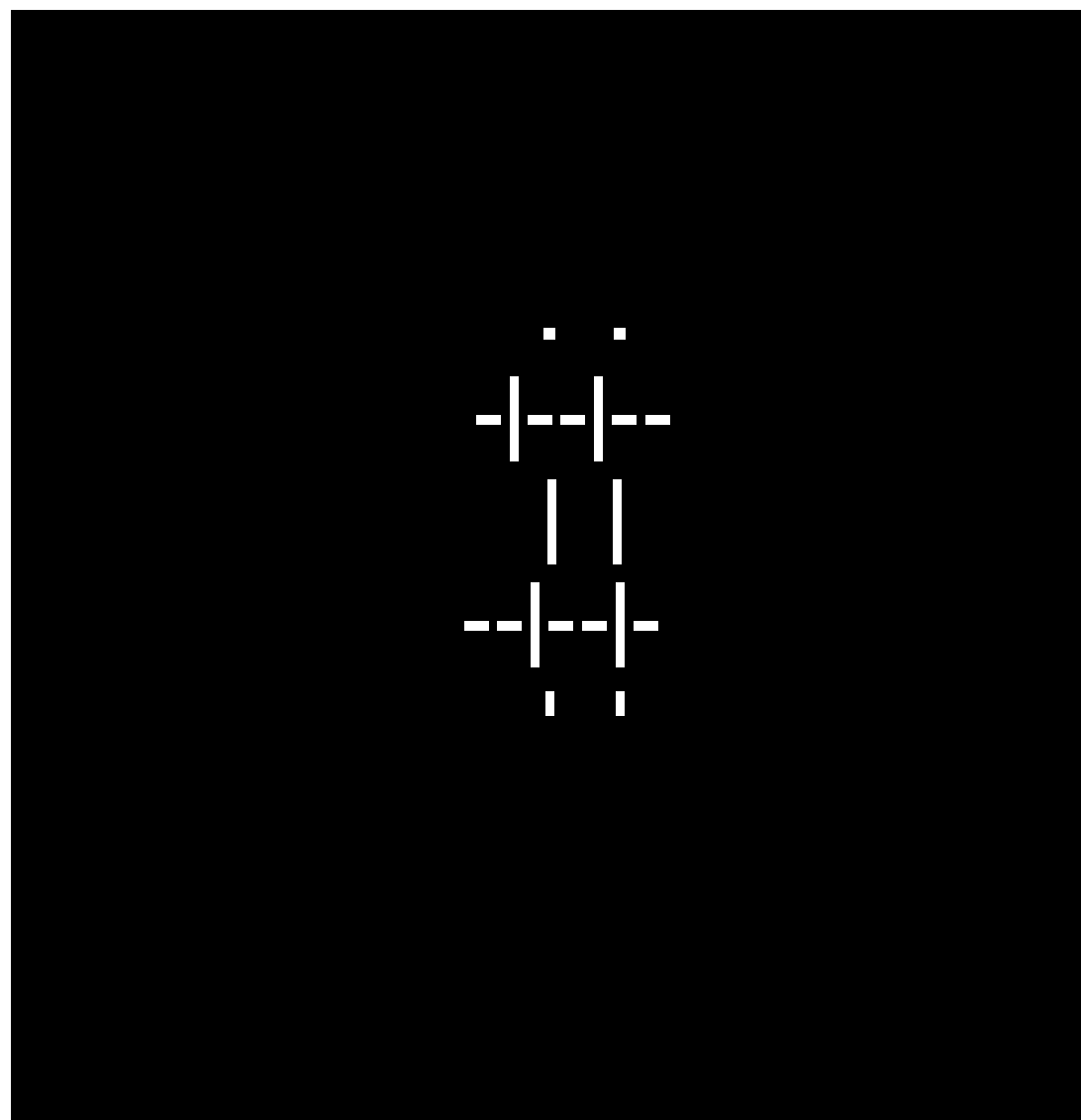
Purpose of this framework

- highlight objective privacy assessment criteria impacting the state of privacy within the web3 service (having the least amount of subjectivity flaws like “existing GitHub / no”)
- highlight subjective privacy assessment criteria (*example*: the amount of data the service collects via signup)
- highlight minimum 101 edu materials non-techie need to attest basic privacy features (like “trace the transaction”)

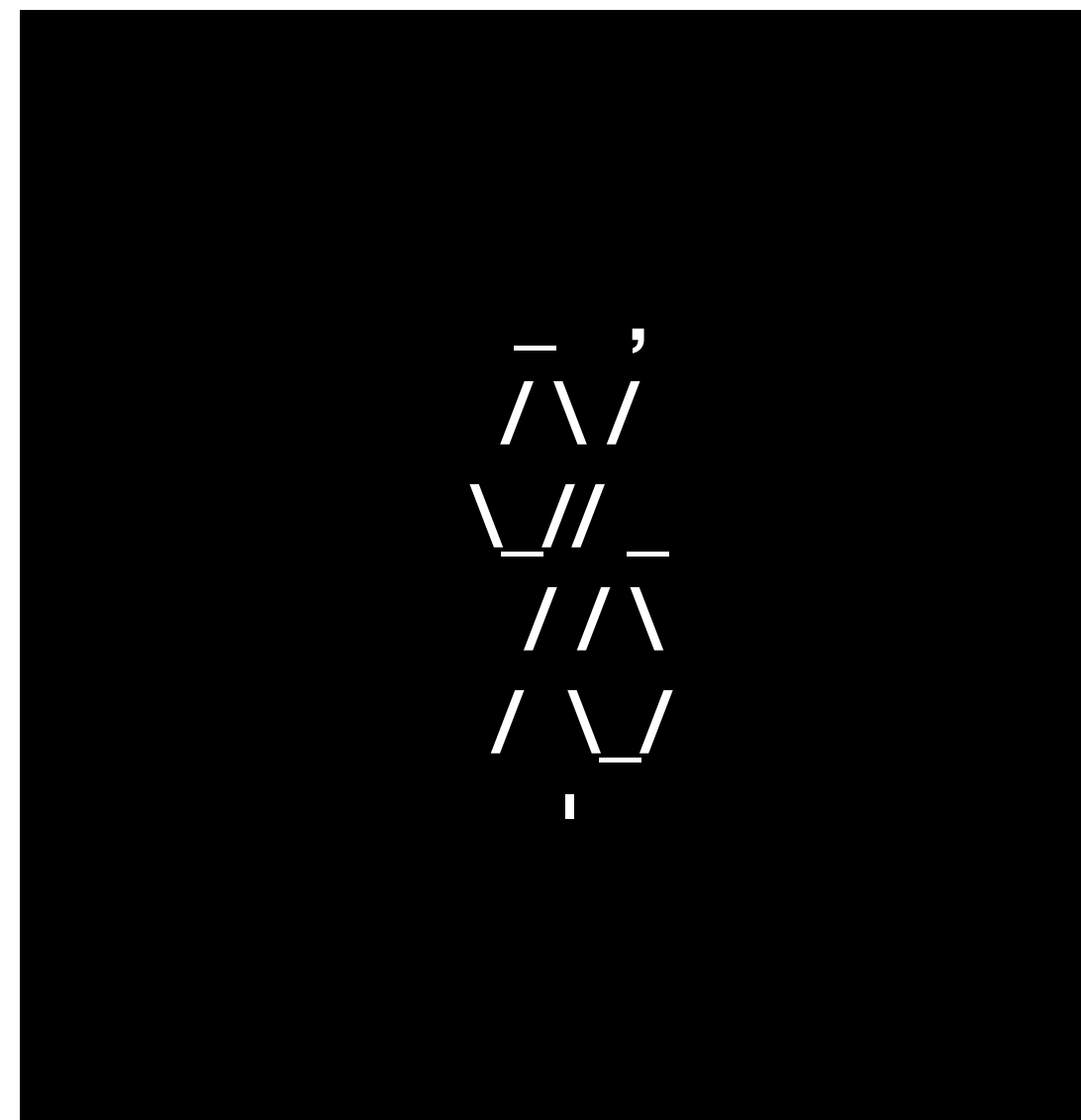
Non-techies track

Web3Privacy Now platform (for non-techies track) will consist of the multiple scoring model directions:

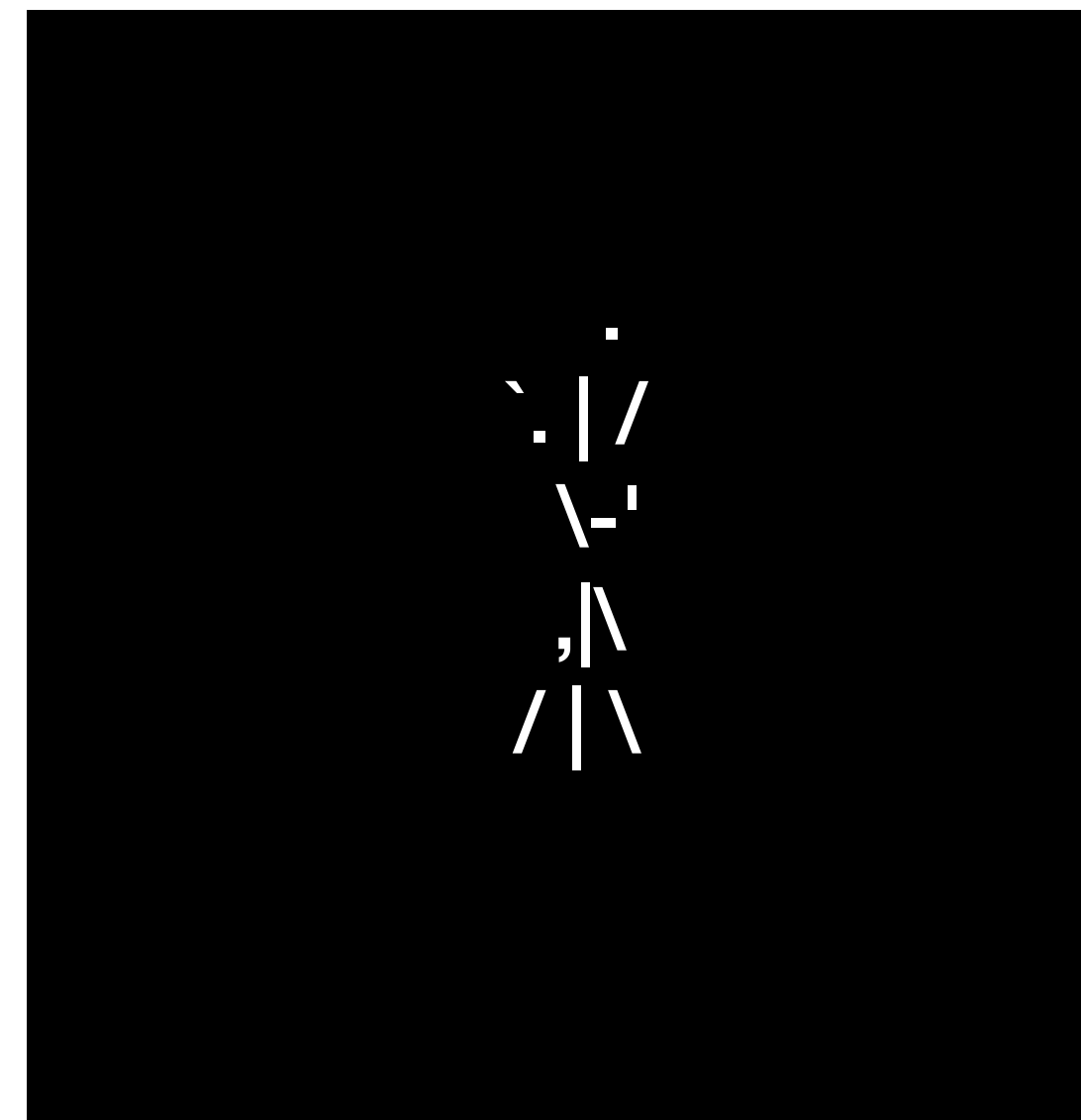
Validity track



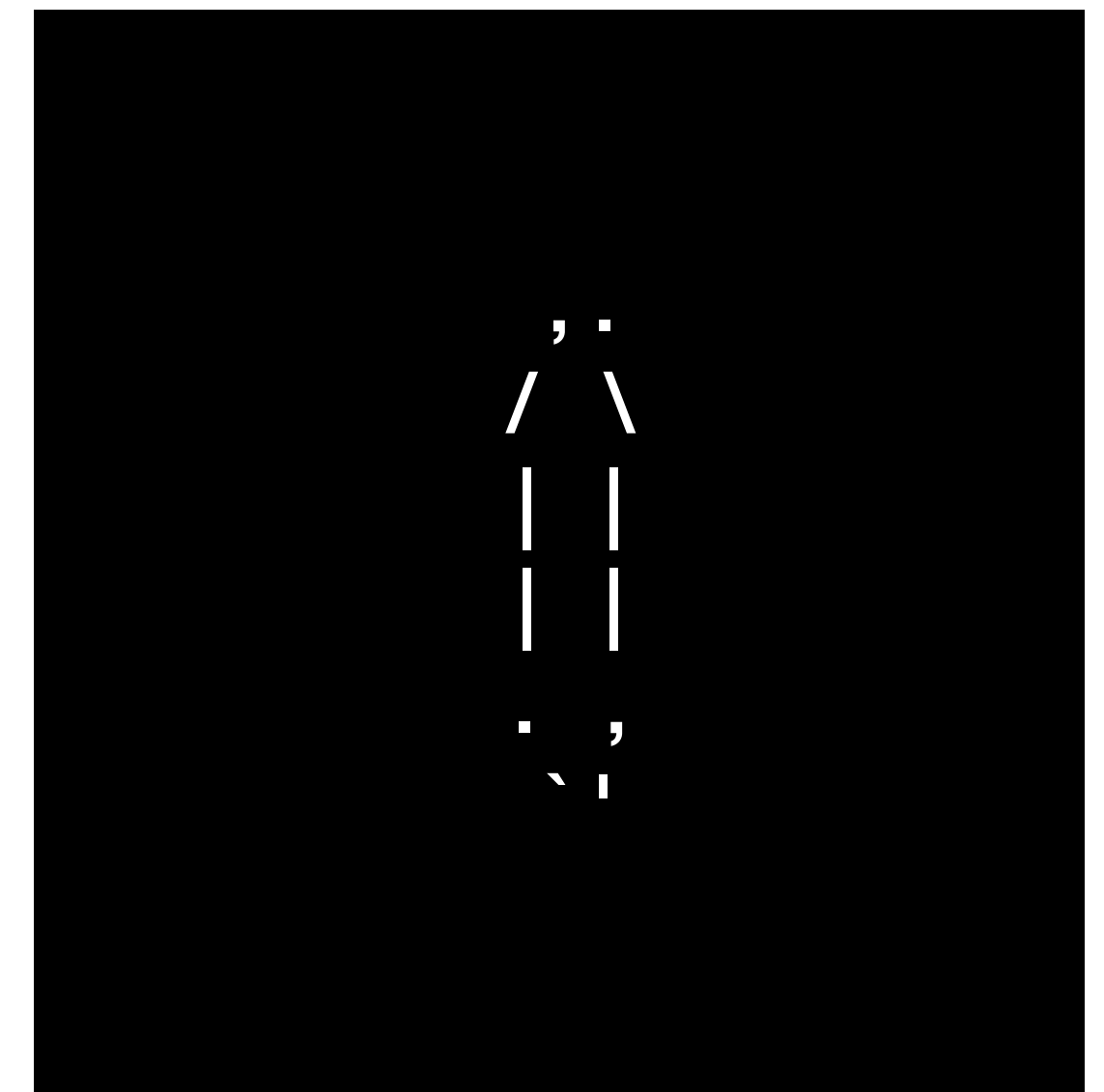
101 educational materials



Checklists



Academy



Non-techies track

Validity track



- Github repo
- Docs
- Public team
- Third-party audit

101 educational materials



- privacy tech vocabulary
- privacy data leakages 101
- transaction traceability 101 (the basics on Etherscan example)
- web3 comms 101 (with a focus on misleading comms that create an obscure understanding of the tech/product)

Checklists



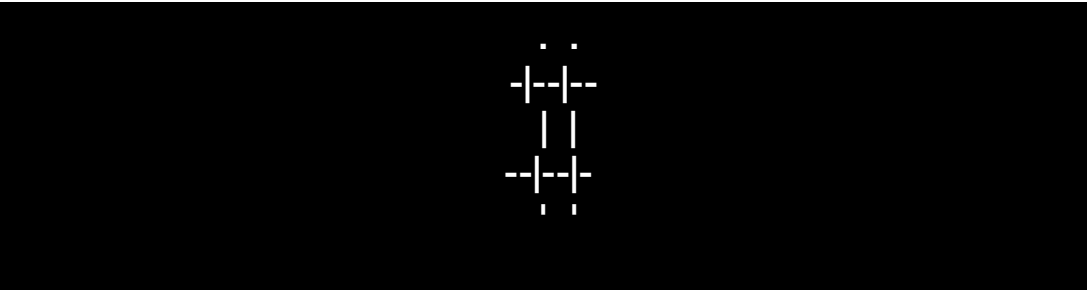
Storage: What user information is stored? (username, IP address, last connection, wallets associate, etc) -> the less the better
Infra: Number of nodes/servers/ -> the larger the footprint the best privacy
Signup: no email or tel number for signup -> the less data the better
Traction: number of people using it -> the more the better (with examples)
Public comms: simplified socials analysis (for a negative sentiment)
Product-readiness: test-net, mainnet; date of the release.

Academy



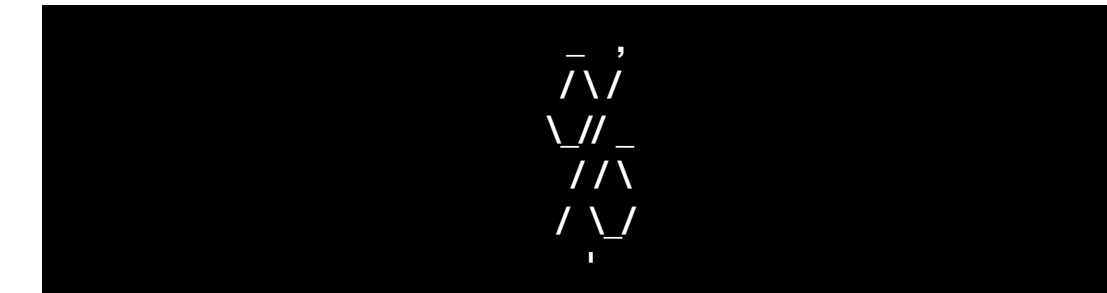
1. Privacy 101 (basics).
2. A simplified & actionable "lecture framework" for guest lecturers.
3. Lecturers within a micro-learning format.
4. Basic 10 lectures via "Web3 privacy 101 introductions".

Non-techies: validity track



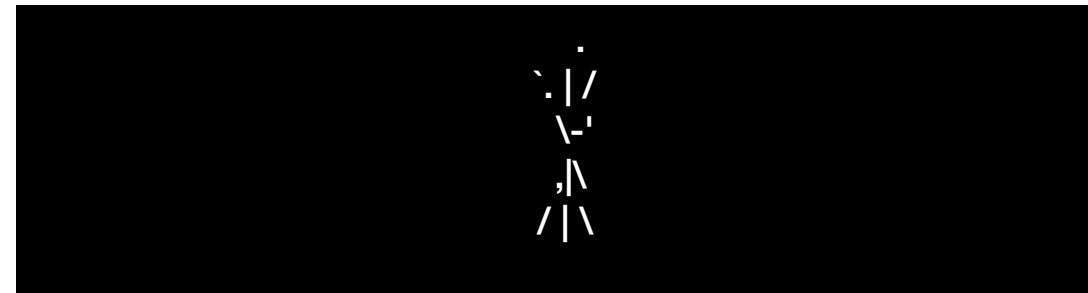
Direction/criteria	Yes	No	Score
Github repo	+/-	+/-	0-25%
Docs	+/-	+/-	0-25%
Public team	+/-	+/-	0-25%
Third-party audit	+/-	+/-	0-25%
Total	+/-	+/-	0-25%-50%-75%-100%

Non-techies: 101 educational materials



Direction/criteria	Description	Value
privacy tech vocabulary	Non privacy people could be obscured by privacy slang (from metadata to data leakage)	Basic vocabulary helps to analyse & understand privacy tech more easily
privacy data leakages	Majority of people don't understand how internet (not even web3) works. And it's crucial for online privacy.	How & where data is leakage helps to understand relations between "stack" addressing privacy issues.
transaction traceability	Transaction is at the core of the web3 stack. It's directly related with privacy exposure.	Practical explanation how transaction is traced (and untraced) could empower person with the key privacy assesment knowledge.
web3 comms (with a focus on misleading comms)	Lots of the web3 comms are marketing centric (full of promises that aren't there). They mislead people thinking that services are already 100%-private.	Link between comms & privacy attestation could be a valuable tool for everyone.

Non-techies: checklists



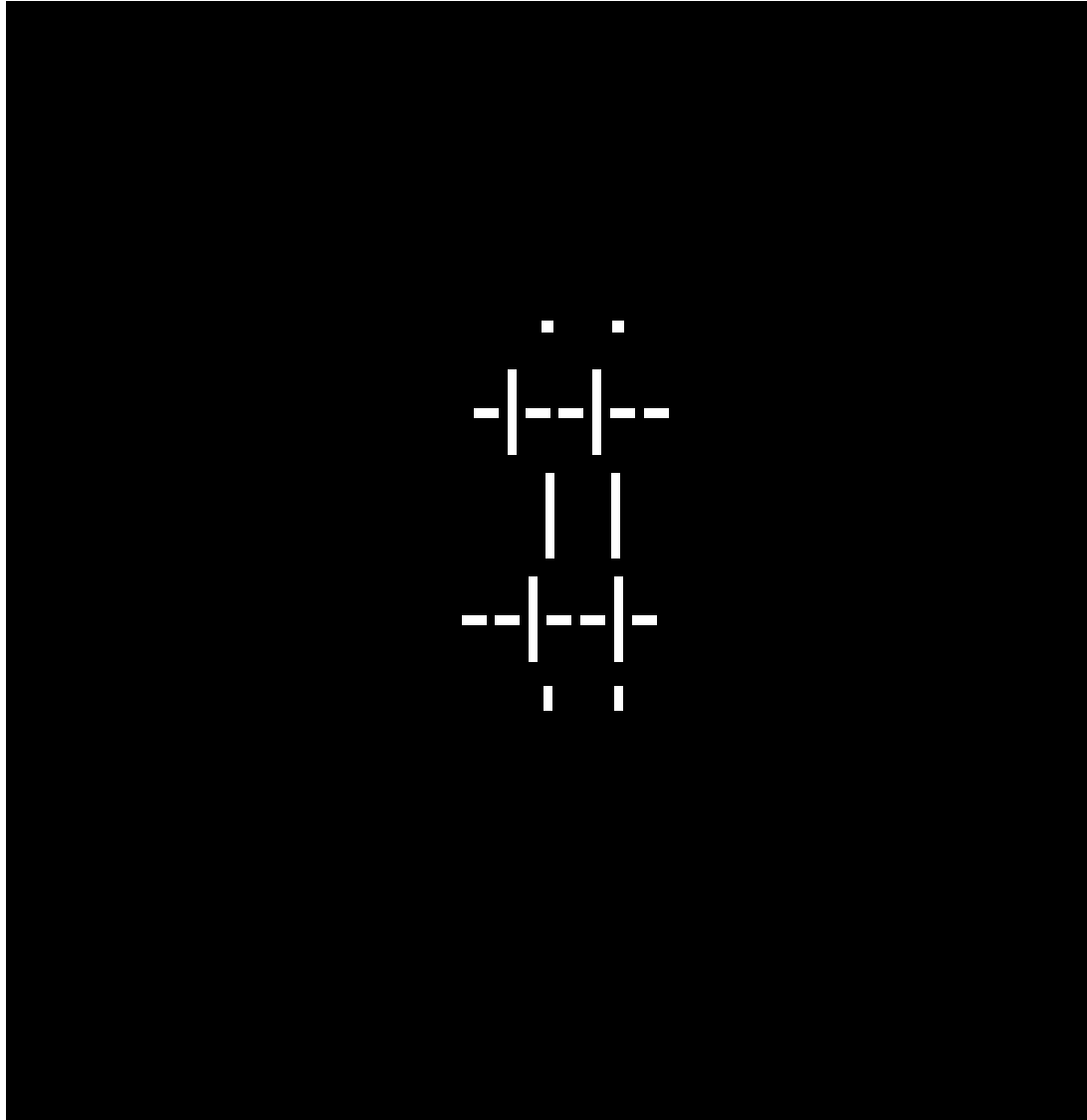
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Public comms	simplified socials analysis	for a negative sentiment
Product-readiness	test-net, mainnet; date of the release.	The earlier - the better (plus public upgrades)

Our goal is to match maximum automation criteria & empower people with the right privacy education.

Main KPI: less time on privacy attestation

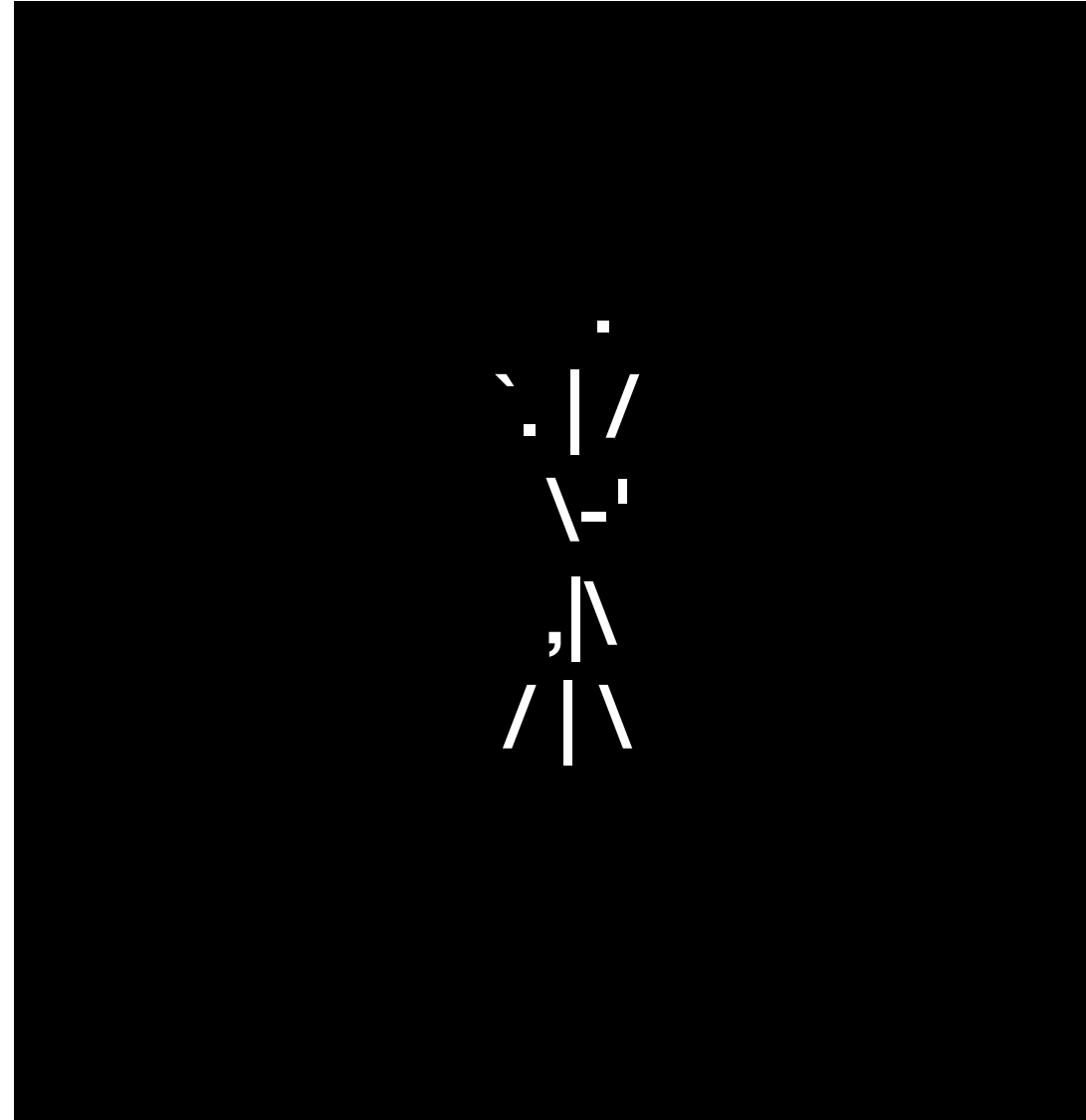
Automated

Validity track



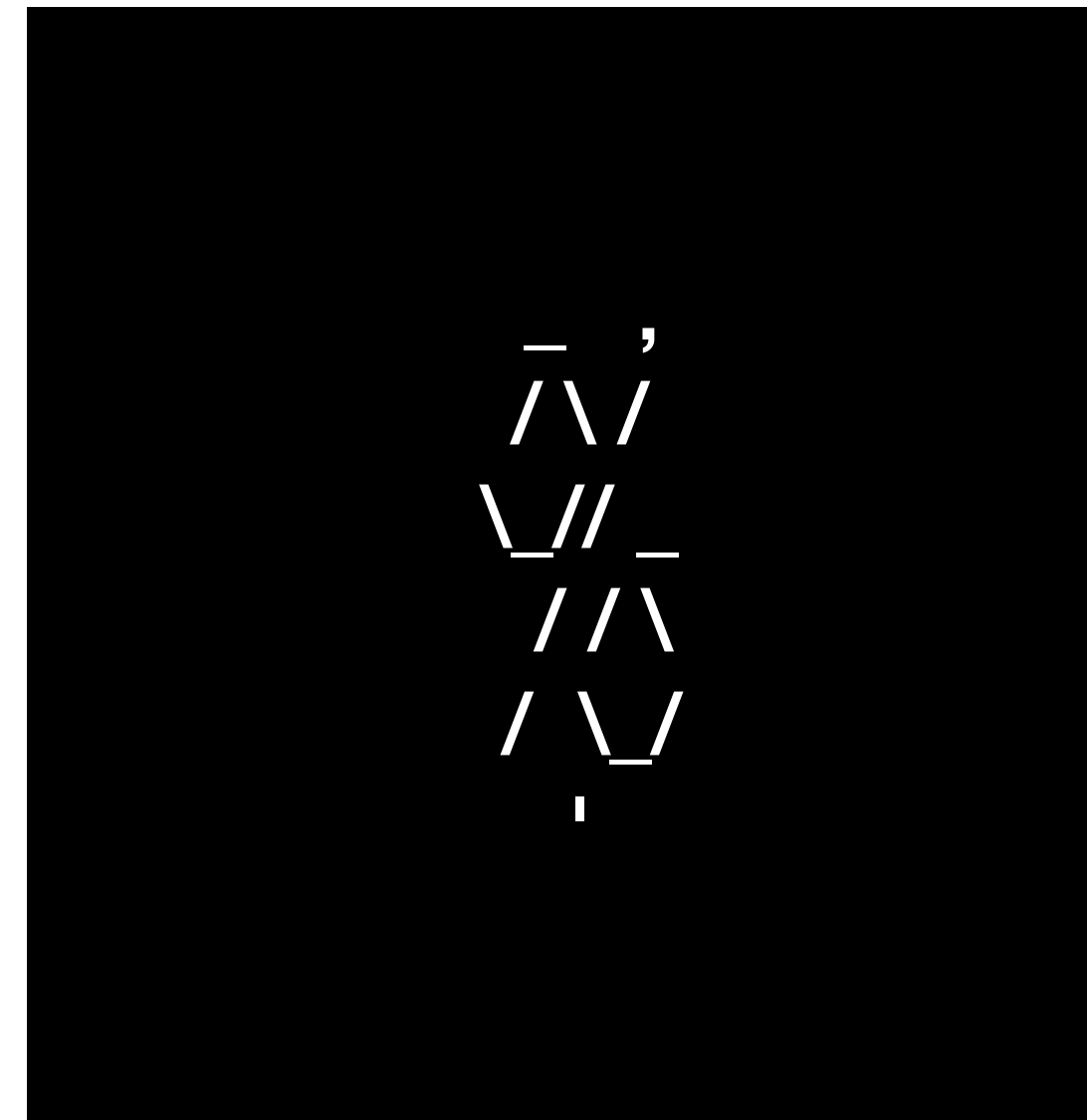
DYOR

Checklists

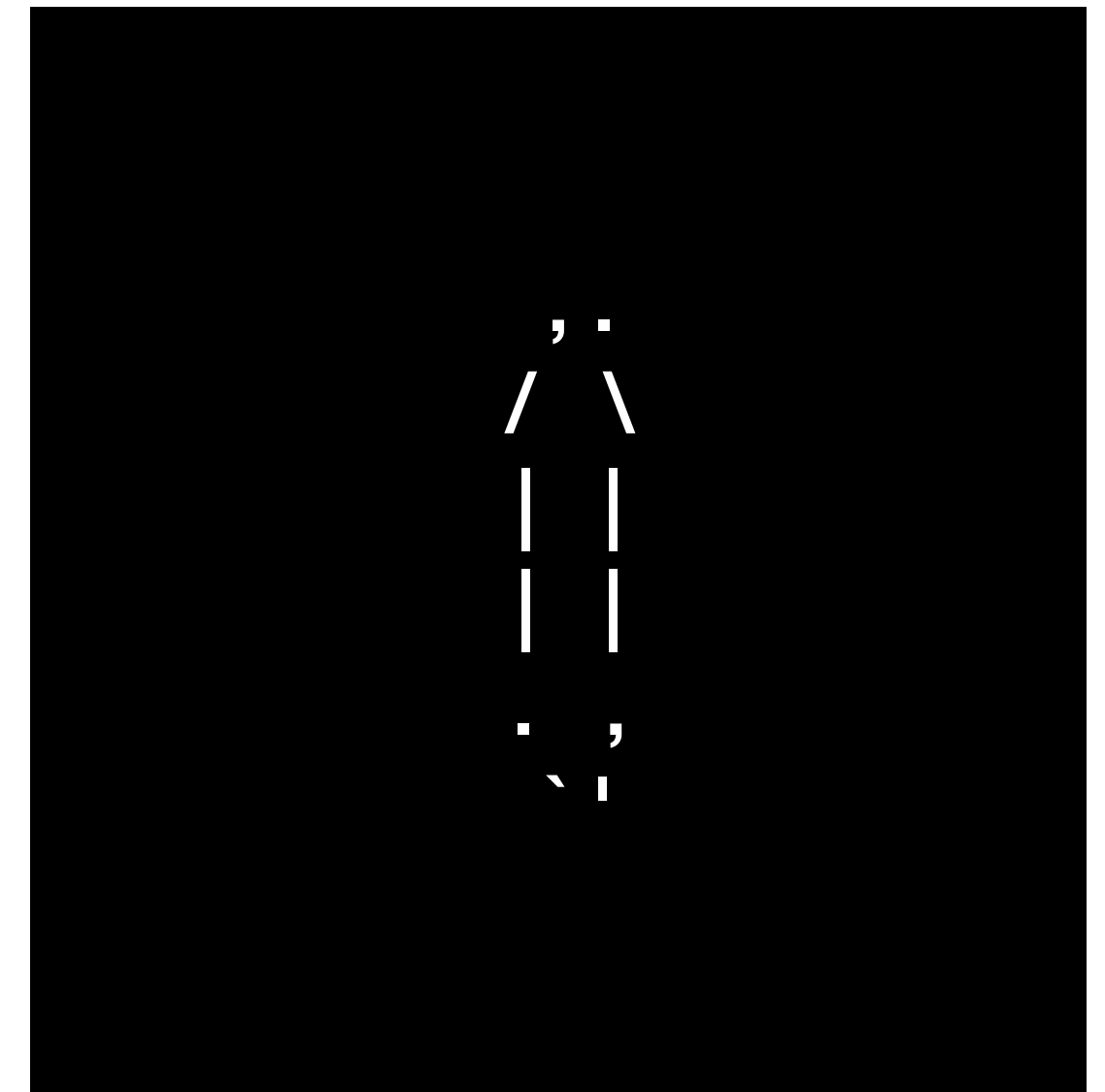


Education

101 educational materials



Academy



Feedback loop

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