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Your Ref : ISO/TMB

Our Ref : AH/AC

Subject : ISO/TSP – proposal for a new ISO TC online reputation

Date : 14 October 2013

Chère Sophie,

Afnor is pleased to submit to ISO/CS a TS/P that includes a proposal for the creation of a new ISO/TC on "online reputation".

Nowadays e-communities are created every day on the web and many surveys/opinions circulate on the web. For companies, managing online reputation becomes a full-time job, requiring them to monitor rumors, defend and control their image and reputation. For individual purposes managing its own reputation online is crucial for developing a good reputation.

The impact on business, consumers and individuals of online reputation is highly linked with confidence in social media.

With respect to open competition, this goal may be achieved through adoption of common rules and the development of appropriate tools and processes.

Developing high quality standards in order to shape and improve usages on internet and social media, would involve all stakeholders of the value chain and would ensure that persons have confidence in those new technologies and media.

It appears that this item does not fall into the scope of any existing ISO technical body. The proposed TC will work with existing ISO TCs to avoid potential overlap and duplication of work.

.../...

AFNOR is, of course, aware of the consultation on the ISO TS/P 240 "Brand evaluation" and understands there might probably be interactions and eventually possible overlaps between the two proposals.

The present proposal is based on the interactions generated by the use of social media; these interactions help the companies to better understand their market and the consumers themselves in the perspective of improving the quality of their products/services and their customer relationship.

Therefore, the present scope emphasizes the online reputation for the benefit of the customer relationship with no consideration on the value of a brand, such as proposed in the TS/P 240 related to "brand evaluation"; hence, the objective is the improvement of the transparency -through development of methods and best practices- to better handle the online reputation.

One of the proposed topics would be to develop a framework describing relationships between customers (CtoC) or between communities of customers; the objective is to extract an interaction model which can be useful for the both parties:

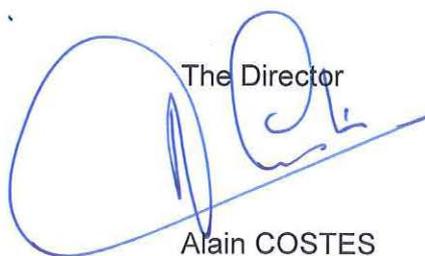
- the customer because (s)he feels involved in the process of evaluation of products and/or services through the integration of his/her opinion in the research of added value of products and/or services ;
- the company because it has to adapt its marketing policy for the improvement or maintenance of its relationship with customers.

AFNOR is ready to take advantage of the comments accompanying both consultations in order to refine the scope of its proposal and clarify the possible interactions/liaisons between the two projected committees, providing they receive enough support, thus avoiding any misunderstanding or overlaps.

Due to the need expressed by COPOLCO on consumer reviews, AFNOR is willing to submit a New Work Item Proposal based on the French standard NF Z 74-501 'Online consumer reviews' which is a topic to develop in priority in the work programme of the proposed ISO/TC online reputation.

AFNOR is ready to provide the necessary resources in order to assume the Secretariat of this new ISO Technical Committee.

Sincerely yours,



The Director
Alain COSTES



PROPOSAL FOR A NEW FIELD OF TECHNICAL ACTIVITY	
Circulation date:	Reference number (to be given by Central Secretariat)
Closing date for voting:	
Proposer AFNOR	ISO/TS/P

A proposal for a new field of technical activity shall be submitted to the Central Secretariat, which will assign it a reference number and process the proposal in accordance with the ISO/IEC Directives (part 1, subclause 1.5). The proposer may be a member body of ISO, a technical committee or subcommittee, the Technical Management Board or a General Assembly committee, the Secretary-General, a body responsible for managing a certification system operating under the auspices of ISO, or another international organization with national body membership. Guidelines for proposing and justifying a new field of technical activity are given in the ISO/IEC Directives (part 1, Annex C).

The proposal (to be completed by the proposer)

<p>Title of the proposed new committee (The title shall indicate clearly yet concisely the new field of technical activity which the proposal is intended to cover.)</p> <p>Online Reputation</p>
<p>Scope statement of the proposed new committee (The scope shall precisely define the limits of the field of activity. Scopes shall not repeat general aims and principles governing the work of the organization but shall indicate the specific area concerned.)</p> <p>Standardization of methods, tools and best practices related to online reputation of organizations, companies, services, products and/or persons through social media (social space on internet dedicated to interactions between individuals or communities of individuals). This includes standardization of efficient processes, practices and measures based upon data that can be captured through a search on social media including web pages and emails (pushing).</p> <p>Excluded :</p> <ul style="list-style-type: none">— privacy and data protection frameworks or security information standardization already covered by ISO/IEC JTC 1/SC 27;— management system standards already covered by ISO/TC 176/SC 3;— fraud countermeasures and controls already covered by ISO/TC 247;— brand evaluation already covered by TS/P 240
<p>Proposed initial programme of work (The proposed programme of work shall correspond to and clearly reflect the aims of the standardization activities and shall, therefore, show the relationship between the subject proposed. Each item on the programme of work shall be defined by both the subject aspect(s) to be standardized (for products, for example, the items would be the types of products, characteristics, other requirements, data to be supplied, test methods, etc.). Supplementary justification may be combined with particular items in the programme of work. The proposed programme of work shall also suggest priorities and target dates.</p> <p>Online reputation is the common opinion (information, advice, exchanges, comments, rumors ...) expressed through public networks including the World Wide Web and any type of social media. The entity concerned can be a brand¹, a legal, physical, real (represented by a name or a pseudonym) or imaginary person. It corresponds to the social identity of the brand or person associated with the perception that people have.</p> <p>Online reputation - which can be a differentiating factor and result in a significant competitive advantage in the case of brands or services -, is shaped by the collection of positive and negative elements. The online reputation may be transformed through a comprehensive business strategy with specific marketing tools. The risk exists also that some actors may use different processes to damage directly or indirectly the reputation of competitors.</p> <p>Note : The proposal is based on the interactions generated by the use of social media; these interactions help the companies to better understand their market and the consumers themselves in the perspective of improving the quality of their products/services and their customers relationship.</p>

¹ brand is not used in the context of "brand evaluation", but with the meaning of the interaction between consumers in view of protecting the image of an enterprise or a person, i.e "reputation"

Therefore, the present scope emphasizes the online reputation for the benefit of the customer relationship more than the value of a brand, such as proposed in the TS/P 240 related to "brand evaluation"; so, the objective is not the evaluation of the brand but the improvement of the transparency -through development of methods and best practices- to better handle the online reputation.

The proposed initial work programme would be dealing with the following topics :

Customer oriented feedback based on users experiences

The topic would be dealt with in several parts :

- principles and rules (requirements, using the already published French standard NF Z 74-501 'online consumer reviews' oriented on the consumer experience;
- fair and reliable transactions/relations between several stakeholders (such as customers, consumers, suppliers, ...) aiming to simplify the relationship between customers and suppliers;
- a framework describing relationships between customers (CtoC) or between communities of customers; the objective is to extract an interaction model which can be useful for the both parties:
 - the customer because (s)he feels involved in the process of evaluation of products and/or services through the integration of his/her opinion in the research of added value of products and/or services ;
 - the company because it has to adapt its marketing policy for the improvement or maintenance of its relationship with customers.

Improvement of organizations image (enterprise-oriented)

Under this topic, the intent is to develop following standards on:

- codes of practices to be used in organizations including appropriate strategy of communication and of data leak prevention;
- training of personal in risks generated by the use of internet and social media (applicable to organizations and individuals);
- best practices of customer relationships in the use of customer related management (CRM) tools;
- codes of ethics to avoid denigration drives;
- prevention and protection against blackmailing on reputation and risks resulting from competitors behavior affecting enterprise online reputation;
- online operating process for affidavit.

Online reputation of persons (individual-oriented)

Under this topic, the intent is to develop following standards on:

- conduct of communities of practices/users etc. - exchange between individuals about products/services - exchange of opinions/reviews/recommendations;
- protection of the online reputation of minors (children and teenagers);
- requirements related to children protection toolstaking advantage of the already published French tentative standard XP Z40-100 Performance of parental control solutions offered by Service Providers (ISP) - Solutions for parental controls on a computer
- methodology to prevent/protect against IP address proofing;
- processes for handling its own reputation on internet and social media for individuals: how to survey/control/erase personal data if requested by a physical person ('right to be forgotten').

A need for a common terminology has also been identified due to the importance to share unambiguous definitions of online reputation and of related concepts used in different contexts.

Indication(s) of the preferred type or types of deliverable(s) to be produced under the proposal (This may be combined with the "Proposed initial programme of work" if more convenient.)

See above

Due to the high priority expressed by COPOLCO on consumers review (B2C as mentioned above), AFNOR is willing to submit a New Work Item Proposal with the French standard NF Z 74-501 Online consumer reviews as a first input.

A listing of relevant existing documents at the international, regional and national levels. (Any known relevant document (such as standards and regulations) shall be listed, regardless of their source and should be accompanied by an indication of their significance.)

International level

ISO 12931:2012 Performance criteria for authentication solutions used to combat counterfeiting of material goods

ISO/DIS 16678 Guidelines for interoperable object identification and related authentication systems to deter counterfeiting and illicit trade

ISO/IEC 24760-1:2011 Information technology -- Security techniques -- A framework for identity management -- Part 1: Terminology and concepts

ISO/IEC 29100:2011 Information technology -- Security techniques -- Privacy framework

ISO/IEC CD 24760-2 Information Technology -- Security Techniques -- A Framework for Identity Management -- Part 2: Reference architecture and requirements

ISO/IEC CD 27018 Code of practice for data protection controls for public cloud computing services

ISO/IEC FDIS 29101 Information technology -- Security techniques -- Privacy architecture framework

ISO/IEC WD 24760-3 Information Technology -- Security Techniques -- A Framework for Identity Management -- Part 3: Practice

France

NF Z74-501 Online consumers reviews : AFNOR is willing to propose this standard to serve as a first input for the work of a dedicated WG of the ISO TC online reputation; this should be the item to be developed in priority by the TC like expected by COPOLCO

NF Z67-147 Bailiff notification operating process on Internet

FD X50-172 Management quality - customer satisfaction survey

XP Z40-100 Performance of parental control solutions offered by Service Providers (ISP) - Solutions for parental controls on a computer

A statement from the proposer as to how the proposed work may relate to or impact on existing work, especially existing ISO and IEC deliverables. (The proposer should explain how the work differs from apparently similar work, or explain how duplication and conflict will be minimized. If seemingly similar or related work is already in the scope of other committees of the organization or in other organizations, the proposed scope shall distinguish between the proposed work and the other work. The proposer shall indicate whether his or her proposal could be dealt with by widening the scope of an existing committee or by establishing a new committee.)

No ISO or IEC documents exist in this specific field of activity and a global approach on this thematic is required in order to embed standardized solutions dealing with online reputation.

A listing of relevant countries where the subject of the proposal is important to their national commercial interests.

- African countries
- Canada
- China
- European countries
- Russia
- USA

A listing of relevant external international organizations or internal parties (other ISO and/or IEC committees) to be engaged as liaisons in the development of the deliverable(s). (In order to avoid conflict with, or duplication of efforts of, other bodies, it is important to indicate all points of possible conflict or overlap. The result of any communication with other interested bodies shall also be included.)

ISO/IEC JTC1/SC 27 IT Security techniques
ISO/TC 176 Quality management
ISO/TC 247 Fraud Countermeasures and Controls
ISO/TC 68/SC 2 Financial services - security in financial services
ISO/IEC JTC 1/SC 38 Distributed applications platforms and services
ISO/PC 277 Sustainable purchasing
ISO/PC 278 Anti-bribery management system - requirements
COPOLCO
UNESCO
Consumers International

A simple and concise statement identifying and describing relevant affected stakeholder categories (including small and medium sized enterprises) and how they will each benefit from or be impacted by the proposed deliverable(s).

Organizational standards, principles and guidelines, and/or technical specifications could be applicable to the following actors:

- industry and trade, and SMEs covering manufacturers of consumers' goods as well as consumer services including the tourism sector. Particularly the marketing and communities managers of the enterprise will be concerned;
- services providers, online reputation companies; website managers, publishers of social media and e-communities platforms;
- software and internet providers, pure players;
- academics and researchers in the areas of online reputation development and/or support processes;
- public sector : control authorities, data protection authorities;
- non-governmental organisations: consumer associations, environmental associations, children protection, etc.

The development of these standards would enable stakeholders to:

- ensure that information provided are reliable and fair ;
- ensure reliable transactions/relations between interested parties, i.e. customers, consumers, suppliers, competitors etc.;
- simplify the relationship between customer and suppliers, and achieve excellence in services;
- handle their own reputation through relevant social media and on internet in general;
- develop methods and solutions dealing with reputations;
- evaluate dedicated tools;
- help suppliers of products/services to improve their offers and people (for the same reasons as an organization) to:
 - manage their own reputation on social media;
 - improve trust in social media use.

An expression of commitment from the proposer to provide the committee secretariat if the proposal succeeds.

AFNOR is willing to undertake the task of secretariat of the committee if the proposal succeeds, and nominate a candidate for the Chairmanship of the TC as well as the Convener of the WG dealing with online consumers reviews.

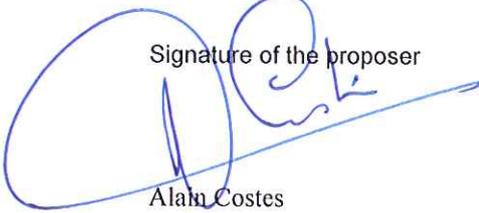
Purpose and justification for the proposal. (The purpose and justification of the standard to be prepared shall be made clear and the need for standardization of each aspect (such as characteristics) to be included in the standard shall be justified. Clause C.4.12.1 through C.4.12.10 of Annex C of the ISO/IEC Directives, Part 1 contain a menu of suggestions or ideas for possible documentation to support and purpose and justification of proposals. Proposers should consider these suggestions, but they are not limited to them, nor are they required to comply strictly with them. What is most important is that proposers develop and provide purpose and justification information that is most relevant to their proposals and that makes a substantial business case for the market relevance and the need for their proposals. Thorough, well-developed and robust purpose and justification documentation will lead to more informed consideration of proposals and ultimately their possible success in the ISO IEC system.)

Nowadays e-communities are created every day on the web and many surveys/opinions circulate on the web. For companies, handling online reputation becomes a full-time job, requiring them to monitor rumors, protect and control their image and reputation. For individual purposes the handling of the own reputation online is crucial for developing a good reputation.

The impact on business, consumers and individuals of online reputation is highly linked with confidence in social media.

With respect to open competition, this goal may be achieved through adoption of common rules and the development of appropriate tools and processes.

Developing high quality standards in order to shape and improve usages on internet and social media, would involve all stakeholders of the value chain and would ensure that persons trust those new technologies and media.

Signature of the proposer

Alain Costes
Afnor – Standardization Director

Further information to assist with understanding the requirements for the items above can be found in the Directives, Part 1, Annex C.

Comments of the Secretary-General (to be completed by the Central Secretariat)

Signature