The JSON format for vCon Conversation Data Container

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What’s a conversation? And what’s in THAT conversation?

- Data generated in communications systems is siloed, opaque and exported in proprietary formats, if it’s exported at all.
- Conversations have many modes: messaging, video, voice (meta?), and customers use more than one mode all the time. Not a single standard to capture omni-channel customer journeys.
- Customer facing organizations record conversations, for very good operational, marketing and sales reasons, for the benefit of the shareholders and customers.
- Responsible organizations should treat customer data with the same care as organizational data.
- GDPR, CCDPA and similar legislation world-wide demand the right of a person to be forgotten by a business, to remove that data from the business, to be as if the relationship between them never existed.
- How do you keep track of what customer biometric data was used in AI training? Changing your name is way easier than changing your face or your voice.
### The vCon Standard in Four Parts

<table>
<thead>
<tr>
<th>Dialogs</th>
<th>Parties</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timestamped recordings of conversations, chat transcripts, video recordings. Can be from a single mode or many. Can be packed or external (URL)</td>
<td>Identification and location of the parties in the dialogs, including the authenticating organization or method, such as STIR PASSPORT</td>
</tr>
</tbody>
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<table>
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<tr>
<th>Analysis</th>
<th>Attachments</th>
</tr>
</thead>
<tbody>
<tr>
<td>A series of third party analysis of the conversations: sentiment :) :(, quality (MOS), agent compliance, transcriptions, translations, redactions, data labels</td>
<td>Documents that provide the context of the conversation: PowerPoint, Sales Leads, NDAs</td>
</tr>
</tbody>
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Practical Problems We Are Solving

- Allows us to responsibly share conversations with stakeholders
- Standardizing the format enables an ecosystem of tools and reference sources
- Removes siloed data and enables people to move between service providers and communications systems without losing this data
- Enables data engineering for conversations to support ML and AI (Robot Food)
- Enables strong authentication and identification of parties in conversations to reduce fraud
- General Conversation Management: signing and verification, encryption, content redaction, data packing / unpacking, appending to a signed document, grouping of vCons together in a set
More information

Learn more at:

- **Mailing List**: https://www.ietf.org/mailman/listinfo/Vcon
- **I-D**: https://datatracker.ietf.org/doc/draft-petrie-vcon/
- **Open Source**: https://github.com/vcon-dev/vcon

IETF 115:

- **Hackathon**: Saturday and Sunday
- **HotRFC**: 18:00 Sunday
- **ART dispatch WG meeting**: Mon 9:30
- **Hackathon Happy Hour**: Mon 18:00 Admiral 1
- **vCon Bar BoF**: Thurs. 15:30-16:30 Richmond 6