The JSON format for vCon Conversation Data Container

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Exactly, what personal information has a business collected about you, and how it is used and shared?
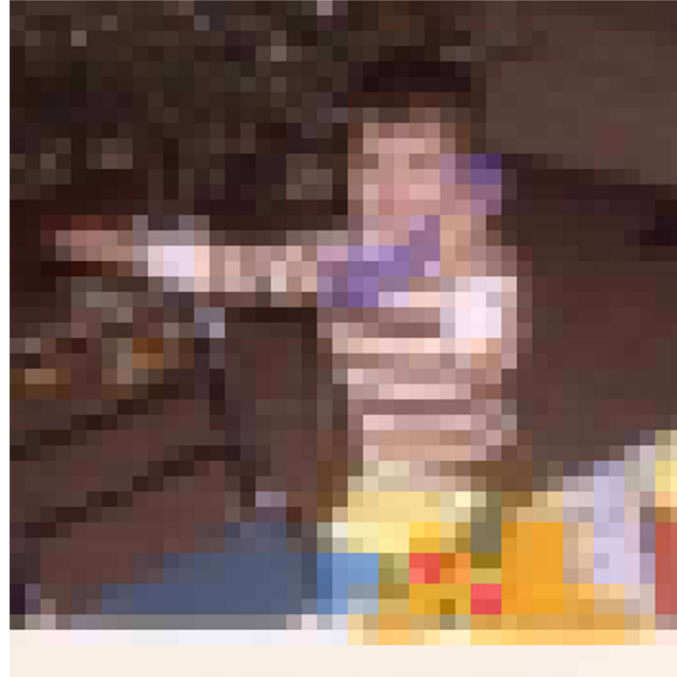
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Hard to Change Your Face. Especially for me.

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Responsible Organizations treat Personal Data Responsibly

- **Communications systems generate data that is siloed**, opaque and exported in proprietary formats, if it's exported at all.
- Conversations have many modes: messaging, video, voice. **No standard to express 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.
- **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

Dialogs

Timestamped recordings of conversations, chat transcripts, video recordings. Can be from a single mode or many. Can be packed or external (URL)

Parties

Identification and location of the parties in the dialogs, including the authenticating organization or method, such as STIR PASSPORT

Analysis

A series of third party analysis of the conversations: sentiment :) :(, quality (MOS), agent compliance, transcriptions, translations, redactions, data labels

Attachments

Documents that provide the context of the conversation: PowerPoint, Sales Leads, NDAs

Use Case 1: Privacy and Customer Data Protection

- One company sent my customer recording to another for analysis.
  - How is the recipient assured of the integrity of the communication?
  - How are they sure of the privacy?
  - Where did this customer information come from?
- What information does a company have about me, and how can they express it when it's in analog form?
- In what machine learning models was my data used for training or testing?
- Does this recorded conversation contain personal information? Can they guarantee that it doesn't?
- How can I measure the effectiveness of customer redaction tools?
- I want to switch carriers. How is my conversation data moved between them?
- I want to consolidate the conversation data across all modes of communication which are spread across silos for different product support teams and communication modes (e.g. text, web chat, email, VoIP).

Use Case 2: Integration of Conversation Analysis Services

- Define a standard for containing all conversation related data to ease integration of services which consume or output conversation data and analysis
- Define a standard that describes the analysis that was performed on the contained conversation, to establish a relationship between the conversations and which systems accessed it.
- Define a standard by which I can modify a conversation, and indicate the original conversation, without exposing the contents of the original conversation.
- I want to definitively answer what customer data exists in a recorded conversation, and assure its redaction or deletion in compliance with "Right to be Forgotten" Laws.
- I want to express the source of the conversation, and the express the path by which it has travelled across security boundaries.
- I want to express the parties in the conversation, so I can relate identity to the data that's been collected, across security boundaries.
- My enterprise has multiple call centers (in house and hosted). The call data has different formats for each of them. I want to be able to feed the data into any hosted transcription server.
- I want to feed email, web chat, SMS and phone conversations for a given customer into machine learning based analysis to derive customer satisfaction over time or at specific points.
- I want to be able to easily switch from one call transcription service to another.
- My enterprise needs to label (or perform some analysis on) all email, web chat, SMS and phone conversations with the product(s) to which they reference.

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
- **White Paper**: https://bit.ly/vcon-wp

IETF 116:

- **Hackathon:** Saturday and Sunday
- **HotRFC**: 18:00 Sunday
- **Hackathon Happy Hour**: Mon 18:30
- **vCon BoF**: Wed 9:30, Breakout 3