Status

- **Scope**: Collect/discuss structured email use cases as input for other drafts

- **Updates since IETF 118**
  - Draft got adopted by WG 🎉
  - Online minor editorial changes in document
  - Several use cases supported in Roundcube Open Source implementation
    - CopyToClipboard
    - “Share by email”
    - Location sharing
    - Newsletters
  - Some side discussion on further use cases
    - Calendar availability
    - Emoji reactions
    - Service sign-up / welcome messages
Use case: CopyToClipboard

{  
  "@context": "http://schema.org"  
  "@type": "EmailMessage",  
  "potentialAction": {    
    "@type": "CopyToClipboardAction",    
    "name": "Confirmation code",    
    "description": "123456"  
  },  
  "expires": "2023-08-15",  
  "description": "Confirmation code"  
}
Use case: “Share by email” (Push)

- Link preview, based on structured data
  - Many sites offer Schema.org markup besides Twitter Cards markup
- Allows for privacy-friendly sender-side resolving of (image) references
- Allows to de-reference media items
  - If applicable (e.g., Spotify→Apple Music)
Use case: “Share by email” (Pull)

Hi,
how do you like this song?
-Fig-

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Foo Fighters Concert
Use case: “Share by email” (HTML fallback)

To
Subject

Hi,
how do you like this song?

Foo Fighters Concert
Use case: (Live) location sharing

- Common in instant messaging (IM) clients
- Proprietary and not interoperable
Use case: Emoji reactions

- RFC 9078
- Custom implementations by Microsoft and Gmail
  - Work well within either ecosystem
  - Simple fallback emails for external email services
Newsletters

- Provide added-value / more rich interactions for edited newsletters
Use case: Service sign-up / welcome messages

- First email establish customer relationship
- Some customers may file this and following emails in a “<ServiceProvider>” folder

Making email client understand can help:
- Keep overview (side aspect: transparency/data portability)
- Structured interaction with service provider
- Allow for secured communication (encryption/signature)
- Allow for novel/improved 2FA/authentication flows
- Prevent phishing/fraud (e.g., by exchange allowed service URLs; etc.)
Next steps

● No urgency (document to complement other drafts)
  ○ Refine document
  ○ Feedback appreciated