



# What is a vCon?

Thomas McCarthy-Howe, CTO, Strolid

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# Learning About the vCon



What's the Big Idea?



The Four Parts of a vCon



Who should care?



The Big Idea

# A vCon is like a PDF, but for Conversations

The vCon open data standard describes the storage, interchange and security of conversational recordings, identities and related information.



# vCons are an open standard to enable open tools and empower customer privacy

A standard file and data format enable independent and open tools to discover, manage and redact sensitive personal information from recordings of all kinds.

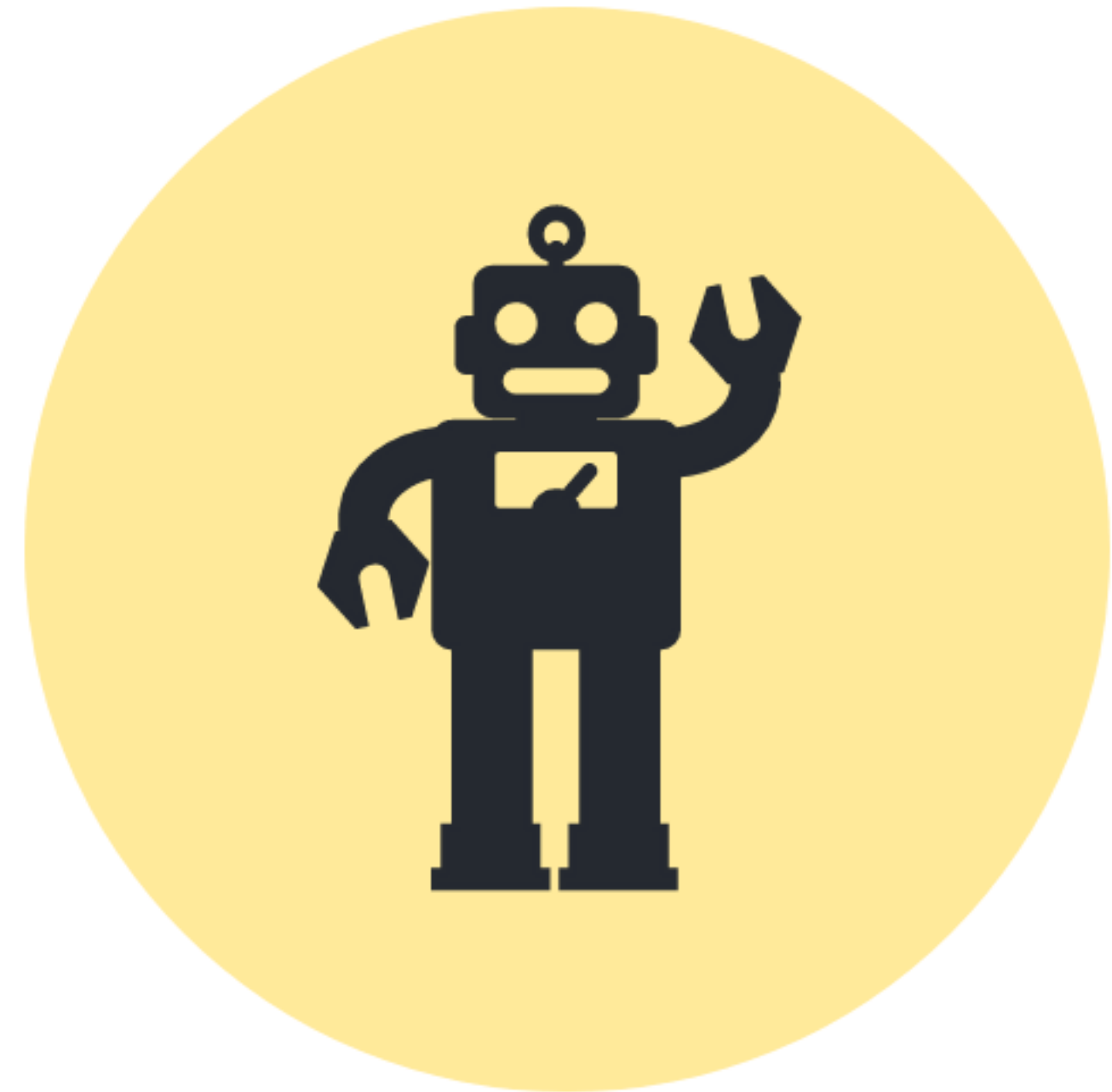
As an archival mechanism, vCons enable the safe long term storage and interchange of customer information between service providers.



# A vCon is like a CDR\*, but for Robots

\*Call Detail Record

The design of call detail records preceded data networks. vCons use JSONs to carry the identities of the parties, recordings of the conversations from messaging to video to meta, analysis of the vCon itself, and a place for any related data.





## vCons can be signed and are encryptable.

A vCon is designed to hold sensitive information about conversations. Recordings of conversations, both digital and analog, identities and relevant supporting analysis are contained inside a tamper-proof package.



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vCons are standard in format,  
but unique in content and purpose

A vCon can contain a single voice conversation, or a chain of conversations over many channels. A vCon can represent one or more people, a span of time, or conversations that fit a pattern.







Identity



Analysis



Dialogs



Attachments

## The Four Parts of a vCon

# Dialogs contain recordings and transcripts

## The Analog Side of the House

A vCon contains voice, video, text and any other media recordings. Each dialog is independent, and can represent a single customer on a journey, or a team during a time period. Generally, any MIME type is acceptable.

vCons can be packed (media included) and unpacked (an external link to the media). For both cases, they are tamper proof to detect changes.



# Parties contain digital identities

Who is it and who says so?

Every participant in a conversation can be identified in the parties section. Currently supports "tel", "STIR", "mailto", "name". "validation" identifies the method of identity validation, and perhaps the name, but never the data used for the identification.



# Analysis contain commentary

What we know about the dialogs and parties

Sentiment, translations, tagging, entity extraction, fraud scores and other AI results are kept in the analysis section. Each analysis is kept as a JSON object in a simple array.





# Attachments contain supplementary material

PDFs, Presentations and Whiteboards

Attachments can be any kind of document, and are generally used to contain information relevant to the dialogs or parties. Common examples are PowerPoints and Miro URLs, but could also be other vCons.

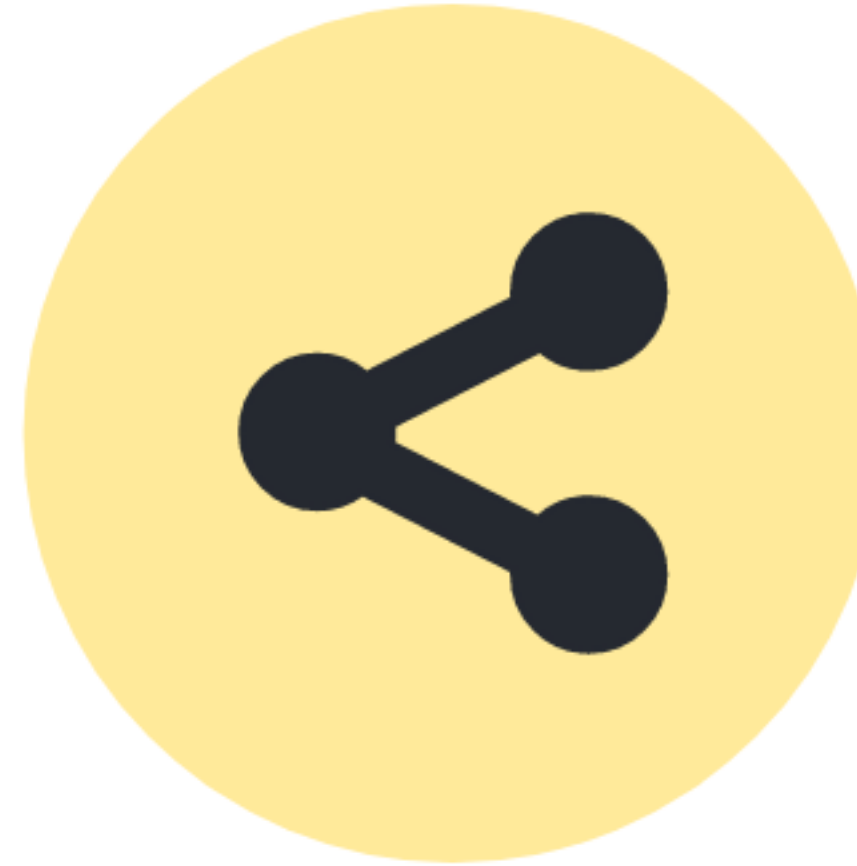
In a distributed, edge or Web 3 network, attachments keep supporting data together with the conversation, without going back to ask the source.



# Who Should Care?



Companies that record agent conversations



Companies that share customer data with other companies



Companies Subject to Customer Data Regulations



Companies that use customer conversations for Machine Learning



# Companies that record customer conversations

For most contact centers, agent recording is essential

Companies are now responsible for the responsible collection and storage of personal information. Unlike Web forms that can filter data, personal information in a recorded conversation can be inserted at anytime, even without the knowledge of the customer or agent.

Imagine a customer support call over video - what could you see in the background?



Recordings contain personal information that can't be changed

# Companies subject to customer data regulations

GDPR applies to any business serving EU citizens

Under the CCPA, consumers have the right to know what you know about them, and have the right to be forgotten.

FTC's Consumer Safeguard Rules were expanded to include non-financial institutions that are incidentally involved. In retail automotive, this includes any dealership that extends credit, arranges for someone to finance or lease a car, or provides financial advice.



Amazon Paid \$877M in GDPR violations... last year



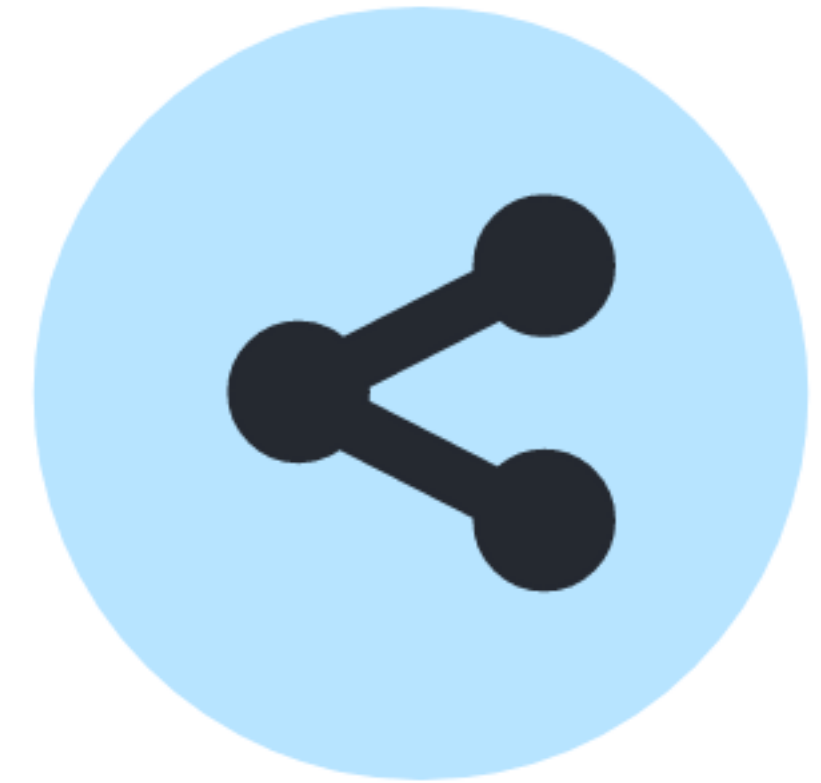
# Companies that share customer information

You don't have to sell information to be liable

vCons track the data collected, who collected it, and mark who it was shared with.

Strolid engages car buyers on behalf of our dealers and lead providers. Often, the customer starts with a third party marketing company, then we receive those details, call the customer, recording the call.

We then take those details, and provide them to the dealership, who may in turn, share them with a different third party for marketing follow-up. Four companies, one customer, never once was the customer information sold.



Companies in a supply chain share customer information all the time.

# Companies that use customer conversations for Machine Learning

Analysts don't need all the details

vCons can be redacted to provide only the critical information required for a role or a job. Versions of a vCon with personal information removed keeps data safer when it can.

For instance, a customer complaint doesn't require the ACTUAL sound of their voice. An AI engine that computes customer sentiment from facial expressions does.



Need to Know  
Customer Information Standards



## Thomas, where can I learn more?

- There's a vCon Whitepaper
- There's a draft IETF standard
- There's a working implementation of a vCon library in python
- There's a hackathon!
- You can ask me! [thomas.howe@strolid.com](mailto:thomas.howe@strolid.com)



Thank you!