

The Marriage Pact: Data Principles and Practices

Effective September, 2020

Introduction

Marriage Pact, *n.* \ˈmer-ij ˈpakt\

An informal agreement between two people—if both parties remain unmarried and without prospects after a certain period of time—to simply marry each other.

Based on your values, the Marriage Pact algorithmically “interviews” all other participants at your school on your behalf to find the best person with whom you could make a marriage pact. The following pages contain an informal data policy, which describes the information we process to make the Marriage Pact work.

In this informal policy, you can find specifics regarding the information we collect (what we collect, how we collect it, and how we use it), whether or not we share that information (spoiler alert: we don’t), and how you can manage information about you. We also outline how participation is voluntary at all stages of the Marriage Pact and how your privacy is not for sale—and what you can count on when you participate in the Marriage Pact as a result.

What kinds of information do we collect?

In the main event, we ask four kinds of questions:

1. Contact Information questions
2. Demographic questions
3. Values questions
4. Meta questions

So in your answers, we find four main types of information:

1. Contact information helps us communicate with you—most importantly, to let you know who your match is. It includes just your name and email.
2. Demographic information helps us understand what groups you’re part of in the broader population. This may include information like your stated political affiliation, the languages you speak, or your year in school.
3. Values information helps us understand your approach to life. This will include matters of principle and matters of preference.
4. Finally, meta information has to do with your thoughts on the questions themselves. This information helps us customize your match and make sure your match is right for *you*.

Outside of the main event, we may ask you to answer other kinds of questions:

1. Feedback questions

2. Other questions

In your answers, we'll find the following kinds of information:

1. Feedback information helps us understand why and how you use the Marriage Pact. This might include thoughts and comments on the marriage pact match we gave you, or it could include your feedback on other experiences you have as part of the Marriage Pact.
2. Other information may be volunteered in response to other questions.

We may refer to all the above information as “answers,” “responses,” “information,” or “data.”

Generally, we collect minimal information beyond what you volunteer directly in submitted responses to questions. For example, we track things like the time at which you submitted the questionnaire. But we don't get your IP address, we don't use cookies, and your information will never be correlated with information about you from third parties. See the section titled *Your privacy is not for sale* in Principles, below, for more information on this subject.

How is this information collected?

This information is all collected via official Marriage Pact questionnaires dedicated to your school. We collect no data outside the Marriage Pact official questionnaires. Your answers are only recorded when you hit SUBMIT at the end of the form.

You'll be able to identify the Marriage Pact questionnaires for your school because they are clearly marked and associated with the websites www.marriagepact.com, marriagepact.typeform.com, or the email hello@marriagepact.com. For school-specific questions and communication, you or we may use the email [\[your school\]@marriagepact.com](mailto:[your school]@marriagepact.com).

Don't trust anything that comes from outside those channels (eg. fake match emails, and especially not requests for your information). If you aren't sure about something, please reach out to us via hello@marriagepact.com.

How is this information used?

We touched on how the information is used when we outlined it above, but we'll expand on how we use your information here:

1. We use contact information in a few ways. First, it's how we communicate with you. Critically, it's also how you'll contact your matches! Subject to balance among participant pools, it is highly likely you will be matched with other participants (ie. students at your school). When matches are announced, both parties simultaneously receive each other's contact information.

2. We use demographic information to help us understand who's participating in the Marriage Pact. We also use it to let you express if you feel it's critical you marry someone from a certain demographic (eg. they must also be Catholic).
3. We use values information to help us assess your compatibility with potential matches. Sometimes, similarity in values is important. Sometimes, dissimilarity is important. Most often, there are much more complex interactions at play.
4. We use meta information to help us understand your unique preferences about how important different values are. Not everyone cares about the same things; this is how we learn about that. We use this information to refine our model of your compatibility with potential matches.
5. We use feedback information to improve the Marriage Pact. By understanding how and why you participate, we can make the Pact better for you and for others.
6. At this point in time, we can't deterministically know every way in which we might use other information. That said, all parts of this policy that apply to information generally apply to "other information," too. See the last paragraph in *what kinds of information do you collect?* (above) and the section titled *we do not share this information* (below) to learn more, and refer to our contact information in Closing Words (below) if you have any questions.

We do not share this information.

Note: Contact information is inherently shared when you're matched with someone.

But we will never sell information about you. And beyond contact information, we will never share information about you in a way that could let you be individually identified by it. See the section titled *You are not for sale* in Principles, below, for more information on this subject.

Because your values information and demographic information may be unique to you, we recognize removing contact information from your responses alone does not qualify as "anonymizing" it, and so we won't share that kind of information, either.

We may, after the conclusion of the Marriage Pact, aggregate the responses of all participants to share insights about the community as a whole.

How can I manage information about me?

If you'd like to change or correct any of the answers you submitted, the best way to do so by re-submitting the complete questionnaire. We'll confirm you intended to do this and we'll use

the most recent responses when we compute the matching. You're welcome to do this at any time while the questionnaire is available.

Because we don't maintain user accounts, at this time we don't have a way for you to access answers you gave us previously. If you're curious, we recommend you make a copy of your answers before you hit SUBMIT. Because we have no user accounts and no mechanism for you to access your answers, we also have no mechanism for you to download your answers at this time.

In general, we store information until it's no longer needed to run the Marriage Pact. And of course, you're welcome to opt out of the Marriage Pact at almost any time, as outlined in the section titled *Participation is voluntary* in [Principles](#), below.

Principles

Participation is voluntary.

Participating in the Marriage Pact is entirely voluntary, and you may withdraw from the remainder of the event at any point over the course of the Marriage Pact. Depending on what stage of the Marriage Pact we're in, this may look a few different ways.

You may choose to never fill out the questionnaire. You may choose, during the course of filling out the questionnaire, to abandon the questionnaire, and your answers will not be submitted. Your answers will only be recorded if you hit SUBMIT at the end of the form.

After submitting your questionnaire and prior to the matches being computed, you may request to withdraw from the matching by emailing hello@marriagepact.com.

After the time the matches are computed, you have agreed to participate in the Marriage Pact. As detailed in [Background](#), this means it is likely another student at your school will receive your contact information.

After matches are delivered, you may have the option to learn more about your responses in relation to the aggregated responses of the community. In order to do this, we may ask you to answer feedback or other questions. Your participation in this portion is optional, and you may choose to not answer any of those questions.

Your privacy is not for sale.

The information you share with us is not for sale. We will never sell information about you.

We're not about advertising, and we're especially not about propaganda, so we won't do advanced population segmenting and we won't sell *access* to you (or to your attention) to advertisers (state-sponsored or otherwise).

Further, we're about determining marital backup plans—not social credit scores—so your Marriage Pact information will always be self-contained. We won't correlate your responses with information about you from third parties, and we won't give third parties access to Marriage Pact information to correlate with external data about you.

Who We Are

The Marriage Pact was first created in Autumn of 2017 by Liam McGregor and Sophia Sterling-Angus as part of a class project for ECON136: Market Design, at Stanford University. That fall, 53% of everyone at Stanford participated. The next year, 63%. The next, 73%. As of September 2020, the Marriage Pact has been launched at three schools, with more than 15,000 participants and 7,000 matches.

Building the Marriage Pact, we are a small (but growing) team composed almost entirely of full-time students. This year, students are helping bring the Marriage Pact to new schools around the United States. We hope it will be a fun way to find connection during these abnormal times.

The version of the Marriage Pact dedicated to your school is an independent student initiative. The event is not reviewed or approved by, nor does it necessarily express or reflect the policies or opinions of your university.

Closing Words

We've outlined the data policies above because we think it's the right thing to do. It is our best-faith effort to do the right thing.

If you have questions at any point in time, you may reach us at hello@marriagepact.com.