Do Not Track

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DNT history

- 2007 – Public interest groups proposed Do Not Track (like Do Not Call) to FTC

    - FTC would compile list of trackers, browsers could subscribe to it and block them

- 2009 – Google ad-on to make opt-out cookies permanent, Mozilla ad-on implements DNT header

- 2010 – FTC Chairman Leibowitz tells Senate committee that FTC is considering DNT

- 2011 – W3C launches DNT effort, browsers start adding DNT headers

- 2012 – Ad industry pledged to abide by DNT by year end; IE10 has DNT on by default

- 2013 – After multiple chair turn overs, 8 face-to-face meetings, and still no agreement on the definition of tracking, group is deciding whether to continue

See http://paranoia.dubfire.net/2011/01/history-of-do-not-track-header.html and http://donottrack.us for early history

What type of protocol?

- List of trackers to block?

- One-way signal from browser to website?

- Two-way communication
  - Browser signals to website
  - Website signals back

Conflicting signals

- What if users have opted out with opt-out cookie or other mechanism but not DNT?

- What if users have opt-in but send DNT=1?

Exceptions

- How can users make an exception for some sites? For some trackers? For some site/tracker combinations?

- How do we prevent sites from tricking users into making an exception or making an exception w/out user consent?

Open issues

- http://www.w3.org/2011/tracking-protection/track/issues/open

- Issue 5: What is the definition of tracking?
  http://www.w3.org/2011/tracking-protection/track/issues/5

- Issue 10: What is a first party?
  http://www.w3.org/2011/tracking-protection/track/issues/10

- Issue 16: What does it mean to collect, retain, use and share data?
  http://www.w3.org/2011/tracking-protection/track/issues/16

- Issue 188: Definition of de-identified (or previously, unlinkable) data
  http://www.w3.org/2011/tracking-protection/track/issues/188

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