Do Not Track

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Privacy Policy, Law, and Technology
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

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