Privacy Rulesets: A User-Empowering Approach to Privacy on the Web

People have their own privacy policies.

Creative Commons gives people a way to express licensing policies.

Privacy Rulesets give people a way to express their privacy policies.

Privacy Rulesets could be set/managed in many web-related places.
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A User-Empowering Approach to Privacy on the Web
Amazon.com Privacy Notice

Last updated: October 1, 2008. To see what has changed, click here.

Amazon.com knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. By visiting Amazon.com, you are accepting the practices described in this Privacy Notice.

- What Personal Information About Customers Does Amazon.com Gather?
- What About Cookies?
- Does Amazon.com Share the Information It Receives?
- How Secure Is Information About Me?
- What About Third-Party Advertisers and Links to Other Websites?
- Which Information Can I Access?
- What Choices Do I Have?
- Are Children Allowed to Use Amazon.com?
- Does Amazon.com Participate in the Safe Harbor Program?
- Conditions of Use, Notices, and Revisions
- Examples of Information Collected

What Personal Information About Customers Does Amazon.com Gather?

The information we learn from customers helps us personalize and continually improve your shopping experience at Amazon.com. Here are the types of information we gather.

- **Information You Give Us**: We receive and store any information you enter on our Web site or give us in any other way. Click here to see examples of what we collect. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our stores, and communicating with you.

- **Automatic Information**: We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses Amazon.com or advertisements and other content served by or on behalf of Amazon.com on other Web sites. Click here to see examples of the information we receive.

- **E-mail Communications**: To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Amazon.com if your computer supports such capabilities. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive e-mail or other mail from us, please adjust your Customer Communication Preferences.

- **Information from Other Sources**: We might receive information about you from other sources and add it to our account information. Click here to see examples of the information we receive.

Business sites in such transactions, customer information generally is one of the transferred assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that Amazon.com, Inc., or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.

- **Protection of Amazon.com and Others**: We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our Conditions of Use and other

Which Information Can I Access?

Amazon.com gives you access to a broad range of information about your account and your interactions with Amazon.com for the limited purpose of viewing and, in certain cases, updating that information. Click here to see some examples, the list of which will change as our Web site evolves.
Attribution Non-Commercial Share Alike

cc by-nc-sa
Set a license for this photo

You can associate a Creative Commons license with your content if you wish, to grant people the right to use your work under certain circumstances. For more information on what your options are, please visit the Creative Commons website.

You can also set a default type of license for everything you upload into Flickr. Change your default here.

**Note** Don’t forget to make sure that you have all the necessary rights and you won’t be infringing on any third parties with any content that you license on Flickr. As per our Community Guidelines, accounts are intended for members to share content that they themselves have created.

Select the license

- None (All rights reserved)
- Attribution-NonCommercial-ShareAlike Creative Commons
- Attribution-NonCommercial Creative Commons
- Attribution-NonCommercial-NoDerivs Creative Commons
- Attribution Creative Commons
- Attribution-ShareAlike Creative Commons
- Attribution-NoDerivs Creative Commons

SAVE
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- Attribution Creative Commons
- Attribution-ShareAlike Creative Commons
- Attribution-NoDerivs Creative Commons
# Privacy Rules

<table>
<thead>
<tr>
<th><strong>sharing</strong></th>
<th><strong>secondary use</strong></th>
<th><strong>retention</strong></th>
</tr>
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<tbody>
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<td>internal</td>
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<tr>
<td>affiliates</td>
<td>customization</td>
<td>short</td>
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<tr>
<td>unrelated-companies</td>
<td>marketing-or-profiling</td>
<td>long</td>
</tr>
<tr>
<td>public</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Privacy Ruleset

sharing
internal
affiliates
unrelated-companies
public

secondary use
contextual
customization
marketing-
r-profiling

retention
no
short
long

Least Permissive
sharing = internal
secondary use = contextual
retention = no
# Privacy Rulesets

<table>
<thead>
<tr>
<th>Category</th>
<th>Sharing</th>
<th>Secondary Use</th>
<th>Retention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personalization</td>
<td>sharing = internal</td>
<td>secondary use = customization</td>
<td>retention = short</td>
</tr>
<tr>
<td>Behavioral Advertising</td>
<td>sharing = internal</td>
<td>secondary use = marketing-or-profiling</td>
<td>retention = long</td>
</tr>
</tbody>
</table>
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- Attribution-NoDerivs Creative Commons

SAVE
Terms & Conditions
All Rights Reserved.

Price
Applications price is $2.99 USD

Click Install if you accept these terms and conditions

Install

Cancel
Privacy

History

Firefox will: Use custom settings for history

- Automatically start Firefox in a private browsing session
- Remember my browsing history for at least 90 days
- Remember download history – (Download Statusbar)
- Remember search and form history
- Accept cookies from sites
  - Accept third-party cookies
    - Keep until: they expire
- Clear history when Firefox closes

Location Bar

When using the location bar, suggest: History and Bookmarks
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