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## **Binding Privacy Rules to Data: Empowering Users on the Web**

**W3C Workshop on Privacy for Advanced Web APIs**

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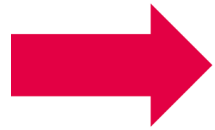
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## **Need for New Approach**

- **Current failed model for privacy on the web**
  - **Each site sets policy on “take it or leave it” basis**
  - **Terms set in lengthy, dense, vague, incomprehensible privacy policies**
  - **If they do read privacy policy, users' only choice is to not use the site**
- **Lawmakers, policymakers recognize that current system is broken**
  - **European Union/OECD looking to strengthen rules**
  - **U.S. Federal Trade Commission, Congress doing same**



# **Proposed New Model: Bind Rules to Data**

- **Proposed new model for privacy**
  - **Empower users to specify rules for use of their data**
  - **Bind users' privacy rules to the data itself**
- **Background**
  - **Development started in IETF in 2001 in GeoPriv WG**
    - **Focused on location privacy**
  - **Proposed in 2008 for W3C Geolocation API**
    - **Geolocation WG declined to adopt approach**
    - **Pushed idea off to DAP WG**
- **This talk is on idea of binding rules**
  - **Alissa Cooper will discuss privacy rulesets**



## **Value of Binding Rules to Data**

- **How can these rules be enforced:**
  - **Technical means: No**
  - **Legal means: Yes**
    - **Data privacy commissioners, Federal Trade Commission (in U.S.), state Attorneys General (in U.S.)**
    - **Private legal actions**
  - **Market response: Yes**
- **In U.S., expression of privacy expectations will reduce ability of government to get access to data without warrant**

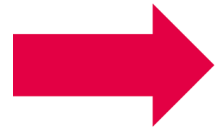
## **Objections to Binding Rules Approach**

- **“Been there/done that” in Geolocation – why revisit this idea?**
  - **Geolocation API is not a privacy success story**
  - **WG punted issue down the road – and here we are**
- **No technical enforcement of rules**
  - **Allows other forces to enforce rules**
- **User interface would be hard, possibly confusing**
  - **Yes**
  - **But value in moving toward consistent, clear UI**

## **More objections**

- **Users will blame browser/app when website violates users' rules**
  - **Reduce risk in UI**
    - **Not “what rules do you want the website to follow?”**
    - **Perhaps “select a ruleset to send with your data”**
- **Incomplete privacy is worse than no privacy**
  - **Maybe true with security, not true with privacy**
- **Not sure it will work**
  - **True, but we are sure the status quo is not working**





**Questions?**

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