Tracking to Consensus: Coordination of Policy and Technical Standardization in Web Privacy Efforts

Sue Glueck
Senior Attorney
Microsoft
April 29, 2011
Key questions

• What should be standardized?
• What is the appropriate process – including policy and broad stakeholder input – to develop the definition of “track” and web site behaviors in response?
• Who are the appropriate stakeholders?
• What’s the most effective way to convene those stakeholders in that development?
• What objectives, considerations, constraints and other factors should stakeholders keep in mind as they look at potential approaches to DNT?
• How will that process best take into account the global nature of the web?