Importance of User Intent

- Conveying user intent enables accountability
  - Ecosystem with a number of players
  - Retention and re-use involve service provider actions

- Established benefit of defining wire formats
  - Loosely coupled systems
  - Limit constraints on endpoint systems
  - Enable evolution, simplify testing

- Consider how “Do Not Track” HTTP header approach could convey user intent
  - “Do Not Track” is only one case.

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