Empowering Users to Express a “Do Not Track” Rule:
A Step Toward Conveying User Privacy Preferences

W3C Workshop on Web Tracking and User Privacy
Princeton
April 28-29, 2011

John Morris, jmorris@cdt.org
Alissa Cooper, acooper@cdt.org
Objections to Sending User Privacy Rules Such as “Do Not Track”

- No technical enforcement of rules
  - Allows privacy authorities, others to enforce rules
- User interface would be hard, confusing
  - A challenge, but do-able here as elsewhere
- Users will blame browser if website violates DNT
  - Reduce risk in UI:
    - “Tell web sites I do not want to be tracked”
    - NOT: “Do not let web sites track me”
- Incomplete privacy is worse than no privacy
  - Maybe true with security, not true with privacy
- Not sure it will work
  - We are sure the status quo is not working