DNT: 1
Mozilla’s Do Not Track Mechanism

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Shape Market via Code & User Adoption

Problem
• People unaware or concerned that their online behavior is tracked and corresponding data collected, shared/sold and used without choice and control

Goals
• Respond to public calls for DNT mechanism – initial focus on OBA
• Drive industry shift through implementation and user adoption
• Enable user to state preference not to be tracked to all parties
• Leave room for broad interpretation and application of mechanism
• Refine policies, mechanism and improve user experience
DNT Approaches Considered

- **Browser-Based Cookie Blocking**
- **Double-Key Third-Party Cookies**
- **Per-Company Opt-Out Cookies and an Opt-Out Registry**
- **A Do-Not-Track Header**

**Online Behavioral Advertising**
Server Side Responses

**Publishers/Sites**  
- Select ad networks that honor DNT header  
- Optionally reduce on-site tracking with presence of header  
- Update privacy messaging and privacy policies  
- Consider other server-side innovations / responses

**Ad/Data Companies**  
- Treat presence of header like opt-out cookie  
- Leverage respect for privacy as advantage to publishers  
- Further demonstrate commitment to self-regulation and user choice and control by integrating with enhanced notification program
Chitika Privacy Policy

- Chitika does not collect any personally identifying user-level information.
- Chitika’s contextual targeting services solely rely on cookie-level tracking containing no personally identifying information.
- When users visit a page in the Chitika network, one or more cookies - a small file containing a string of characters - are set to the computer that uniquely identifies the user’s browser.
- Chitika uses cookies to improve the quality of the targeting service by storing anonymous activity data and tracking user trends, such as how people search and browse. Users can reset their browsers to refuse all cookies or to indicate when a cookie is being sent.
- Chitika will not collect or use any user-level personally identifiable information without prior consent from its clients.
- Chitika encourages and promotes business practices that protect and honor the privacy of users.
- You can opt-out of receiving Chitika cookies by using the button below.

You are currently not opted out

Opt-Out

If your status has not changed after selecting Opt-Out, your browser may be set to block Chitika Cookies. Please unblock Chitika Cookies and try again.
If you opted out of our targeted ads before March 1, 2010, the opt-out has expired and you must opt out again to avoid targeted ads.
Note: This opt-out applies to a specific browser rather than a specific user. Therefore you will have to opt-out separately from each computer or browser that you use.
Chitika Privacy Policy

- Chitika does not collect any personally identifying user-level information.
- Chitika’s contextual targeting services solely rely on cookie-level, non-identifying information.
- When users visit a page in the Chitika network, one or more cookies - a string of characters - are set to the computer that uniquely identifies a user.
- Chitika uses cookies to improve the quality of the targeting services it provides, data and tracking user trends, such as how people search and browse web sites, to study usage patterns, for research, and to report usage information.
- Chitika will not collect or use any user-level personally identifiable information from its clients.
- Chitika encourages and promotes business practices that protect the privacy of users.
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Do Not Track (DNT) header

You are currently running a browser that passes the Do Not Track (DNT) header. Chitika fully supports DNT, and as such we are not tracking any of your data.

Note: Do-Not-Track applies to a specific browser rather than a specific user. Therefore, you will have to opt-out of Chitika’s tracking or enable DNT separately on each computer or browser that you use.
Range of DNT Indicators

First party sites and third party companies have opportunity to signal users with DNT enabled to enhance trust and transparency.

See http://dnt.mozilla.org…
Thank You. We welcome the opportunity to work with you on DNT and other initiatives to improve privacy online.

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