A few subtle statements...

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web trackers are breaking the law*
law*
* Canadian law (and others)

* third parties (and others)
“personal information” vs.
“personally identifiable information”
“information about an identifiable individual”
IP addresses and cookies can be personal information
even without identifiers, profiles can be personal information
specified purpose before collection
limited purposes & disclosure
informed consent
limited retention
openness
accountability
individual access
...

do-not-track proposals, although laudable, do little to address the fundamental problem
and they might make things worse
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