Internet Privacy – Policy Must Precede Technology

April, 2011
WHAT DOES TRACKING MEAN?

Fundamentally, this is a policy problem
- Informed by an analysis of technology, a constantly moving target

Multiple requirements
- Privacy rights and expectations of internet users
  - Balanced by property/security requirements of website operators.
- Jurisdiction issues
- Security/Fraud controls are needed to protect privacy online

User Expectations Vary
- Capturing intent/belief, especially implicit expectations, is hard
PAST EFFORTS ONLY PARTIALLY SUCCESSFUL

Cookies
- Technology implemented before privacy policy
- It got a lot of things wrong

P3P
- Makes arbitrary distinctions of security/privacy model based on domain names

“Private” browsing modes
- No clear definition
  - Protection from other local users?
  - Protection from sites that want to track across sessions?
  - Protection from Government?
WE CAN DO BETTER

Solve the policy problem first
  – Build more universal security policies and easy to understand implementations

Don’t negatively impact Mashups, Security, or Anti-Fraud
  – Security of users
  – Security of sites