

# Category-based DNT

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# Motivation

- Examples of current proposals
  - All/Nothing
  - Blacklist third parties (e.g. Ad servers)
  - White list websites
- Limitations
  - Not sufficiently fine grained
  - Hard to manage complexity
  - Hard to keep up with dynamic change

# Proposal: Category-based DNT

- ▶ Users select categories of websites on which they can be tracked (based on Adnostic website content analysis algorithm)
- ▶ Users can have multiple profiles (each associated with at least one category)
- ▶ Alpha prototype uses cookies and DNT header respectively, to convey user's intentions

Categories	Profile P1	Profile P2	Do Not Track
Arts & Entertainment			
Autos & Vehicles			
Computers & Electronics			
Finance			
Internet & Telecom			
Law & Government			
People & Society			
Sports			
Travel			
Cookies ID			
DoubleClick	123-DC-XY	456-DC-AB	DNT Header
Microsoft	789-MS	ABC-MS	DNT Header

# Adnostic content analysis

↑ Set DNT header YES/NO

Beauty and Spa Services - Message, Laser Hair Reduction and More - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.patrol... **Category: Beauty & Personal Care**

**Massage**



Therapeutic Massage:  
Long, relaxing strokes soothe the nerves and reduce stress. This relaxing massage is designed to relieve tension and stress by combining long gliding strokes with muscle kneading. The result is pure relaxation. The perfect gift for yourself or someone you know.

Post-Operative Massage:  
Concentrates on lymphatic drainage and helps speed up the recovery process after procedure.

Cost / Available

hair, laser, massage, reduction, therapy



Laser Hair

ND:YAG technology is FDA approved and is safer or more suited for the bikini areas, and leg rougher skin areas of arms. The use of the Nd:YAG technology is possible to treat all skin types including really dark

↑ Google AdSense category

{beauty, care, personal, spa, service}

“Folksonomy”  
delicious.com  
Helps make meaning from words