How can we provide granular controls that allow users to partially opt-out or opt-out at only certain sites? How do we avoid multiple systems sending conflicting signals?
Core Principles

- It’s critical that **Publishers** be able to engage with consumers in a *quid pro quo* discussion (important voice in these discussions)
- It would be better for **Consumers** to have consistent privacy tools and functionality regardless of web browser (cumulative user education)
- A **unified, comprehensive solution** (current + emerging):
  - Provides a solution for all consumers by bridging current opt-out programs with new browser-based tracking features
  - CLEAR Ad Notice is strong on transparency (per ad visibility – all 3rd parties exposed)
  - DNT is strong on persistence
  - What is lacking? Offering users granular controls for trusted brands
- **Definition of Do Not Track** better left to policy-centric forums (CDT, for example)
- For sake of discussion:
  - Industry should maintain current, consistent definitions of OBA Opt-Out (DNT = Opt-Out)
  - Allows for consumer education efforts to be combined (additive vs. fractured)
DNT Exceptions

- Provide consumers mechanism for transparency and granular control
  - KISS: DNT “off” by default but when enabled is on for all – allow users to grant exceptions
  - Proactive exception requests from Publishers (quid pro quo)

- Allow Exceptions to DNT Header:
  - Simple Domain Entries (domain.com)
    - Single entries or lists
    - Subscription a nice to have (as 3rd party relationship with Publisher may alter over time)
  - Able to send signals to 1st parties if 3rd parties on its property are blocked

- Consumers can set choice through either the web browser UI (DNT) or Opt-Out pages available via CLEAR Ad
  - Honoring exception signals could be prioritized via a consistent rules-based system