

# Tracking Protection Working Group

Aleecia M. McDonald

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*10 April, 2012*

# Introduction of the W3C

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- ❖ World Wide Web Consortium creates international standards for the Internet
- ❖ Sir Tim Berners-Lee
  - ❖ Created the World Wide Web, 1989
  - ❖ Created the W3C, 1994
- ❖ Successful track record with standards for HTML, XML, CSS, etc.
- ❖ Hundreds of billions of dollars of commerce runs on W3C standards



# Introduction of co-chairs

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- ❖ Aleecia M. McDonald

- ❖ Half-time Mozilla Senior Privacy Researcher; half-time Stanford Resident Fellow

- ❖ Graduate of CMU's Engineering & Public Policy program, advised by Lorrie Faith Cranor

- ❖ Prior: software start ups

- ❖ Matthias Schunter

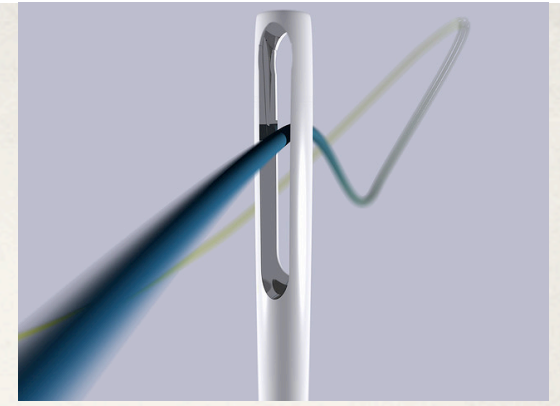
- ❖ IBM Research in Switzerland

- ❖ Focus on cloud computing, security, and privacy

- ❖ P3P standards experience

# Why We're Here

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- ❖ From the charter:
  - ❖ *The mission of the Tracking Protection Working Group... is to improve user privacy and user control by defining mechanisms for expressing user preferences around Web tracking and for blocking or allowing Web tracking elements.*
- ❖ Need something that works for users
- ❖ Need something voluntarily implementable by businesses
- ❖ If we don't resolve DNT well:
  - ❖ Several governments will, perhaps not as sensibly as we may, and perhaps not aligned
  - ❖ Users will continue to, perhaps with no revenue potential at all

# Writing Standards Documents

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## 1. Definitions & Compliance

- ❖ Chair: Aleecia M. McDonald (Mozilla)
- ❖ Editors: Justin Brookman & Erica Newland (CDT); Sean Harvey & Heather West (Google)

## 2. Tracking Preference Expression

- ❖ Chair: Matthias Schunter (IBM)
- ❖ Editors: Roy Fielding (Adobe); David Singer (Apple)

## 3. Tracking Selection Lists

- ❖ Chair: Matthias Schunter
- ❖ Editors: Karl Dubost (Opera); Andy Zeigler (Microsoft)

# Successive Drafts



Specification	FPWD	SPWD	LC	CR	PR	Rec
Tracking Preference Expression	November 2011	March 2012	April 2012	June 2012	July 2012	August 2012
Tracking Preference Expression Definitions and Compliance	November 2011	March 2012	April 2012	June 2012	July 2012	August 2012
Tracking Selection Lists	TBD	TBD	TBD	TBD	TBD	TBD

\* ~~Can't publish Rec Working Draft~~

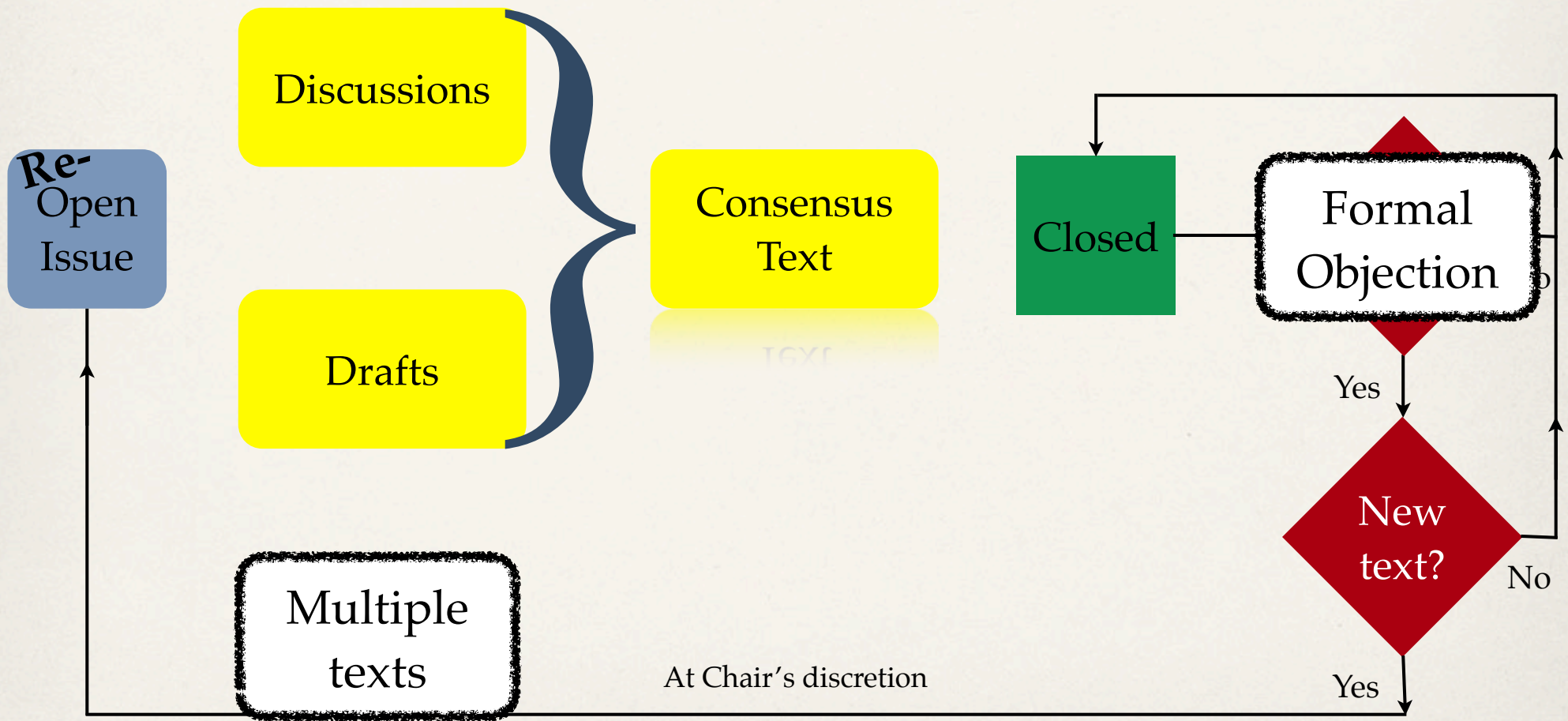
\* ~~Way to incorporate feedback address issues~~

\* ~~Call for implementation Working Drafts~~

\* ~~Only administrative tasks remaining~~

\* External feedback gathered

# Getting to Closed



# Multiple Texts: Consensus is Least Objectionable Proposal

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- ❖ After revisions, final proposals come before the chairs
- ❖ Survey members to understand support and concern for each
- ❖ Based on these comments, chairs identify consensus for least objectionable path
- ❖ Requires chairs' judgement of substance and strength of objections
  - ❖ Not who screams loudest
  - ❖ Not a count of responses



# Formal Objections

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- ❖ Happen at a decision point,
  - ❖ To publish a document
  - ❖ To close an issue
- ❖ Requires author(s) to:
  - ❖ Cite technical arguments
  - ❖ Propose changes that would resolve the objection
- ❖ Group response may resolve the objection
- ❖ If not, W3C process ending with review and decision from Tim Berners-Lee
- ❖ Work continues during review process
- ❖ Create a tracker of Formal Objections, just like issues

# Overall Issue Count

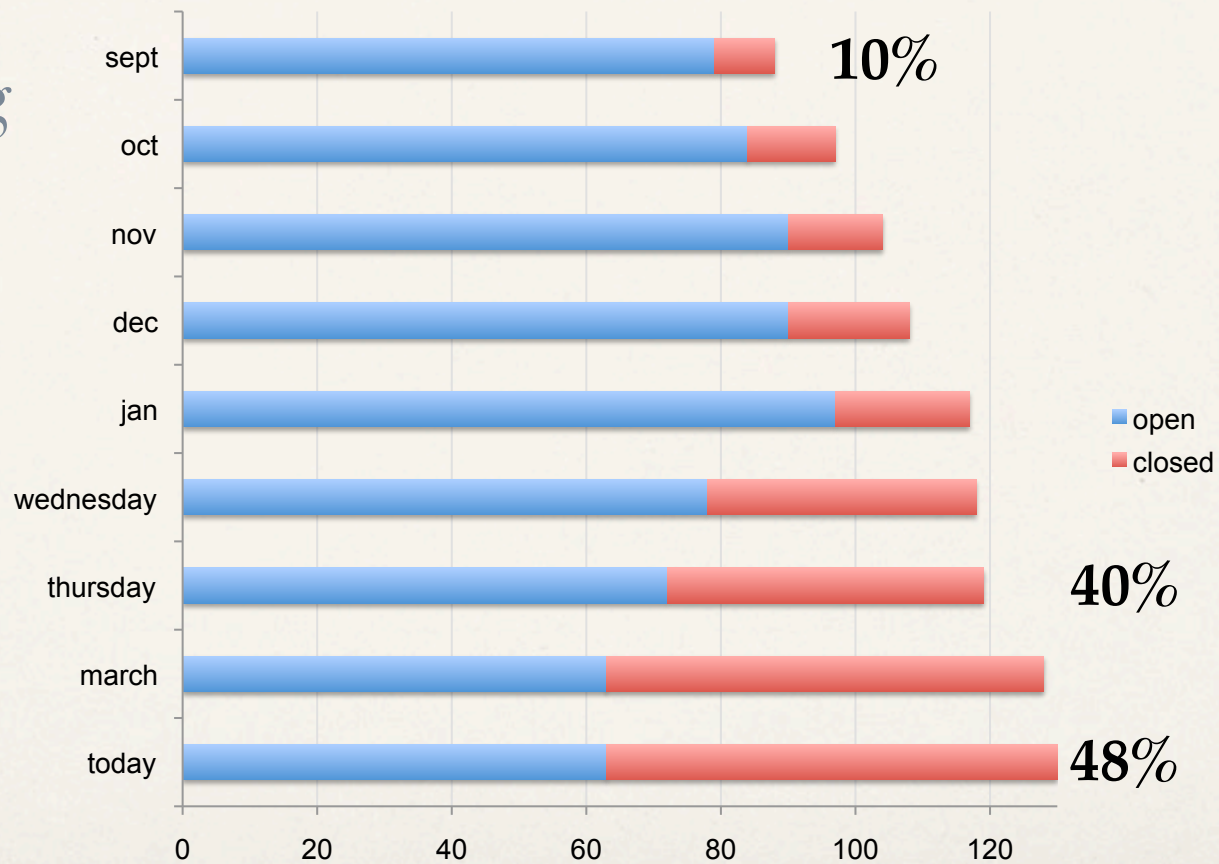
Identifying



Exploring



Resolving



# Non-closed Issues

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- ❖ Postponed: 4
  - ❖ 2 TPE, 2 Compliance
- ❖ Raised: 18
  - ❖ 1 TPE, 17 Compliance
- ❖ Open: 24
  - ❖ 9 TPE, 15 Compliance
- ❖ Pending Review: 17
  - ❖ 4 TPE, 13 Compliance
- ❖ **Total: 63**
  - ❖ 16 TPE, 47 Compliance

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