Tracking Protection
Working Group

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Introduction of the W3C

* 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

- 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

- 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

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

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<th>Specification</th>
<th>FPWD</th>
<th>SPWD</th>
<th>LC</th>
<th>CR</th>
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<tbody>
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<td>Tracking Selection Lists</td>
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<td>TBD</td>
<td>TBD</td>
<td>TBD</td>
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</tr>
</tbody>
</table>

- **First Public Working Draft**: Early consensus on issues to address, can have multiple Working Drafts.
- **Last Call**: WG addressed all major issues, issue freeze, external feedback gathered.
- **Proposed Recommendation**: Have two working implementations, only administrative tasks remaining.
- **Candidate Recommendation**: Have responded to feedback.
- **Call for implementation**: Only administrative tasks remaining.
- **Working Draft**: Early feedback gathered.

### Notes

- TBD: To be determined.
Getting to Closed

- Discussions
- Drafts

At Chair’s discretion

Closed

Formal Objection

New text?
- Yes
- No

Re-Open Issue

Multiple texts
Multiple Texts: Consensus is Least Objectionable Proposal

- 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

- 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
Non-closed Issues

- 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