Assumption of Good Faith

- Swire disclaimers
- Decorum
- Assume good faith
- Decisions on standard all done in group and mailing list
History & DNT

- The history
- Persistent, one-time choice by user
  - Technology neutral
  - Reversible by user
Why W3C

- Winston Churchill
Criteria for Standard

- Create a W3C standard
- Consistent with the charter
- Significant change from status quo
- Can explain why DNT:1 reduces tracking for participating sites
Criteria for Standard

★ Create a W3C standard
★ Consistent with the charter
★ Significant change from status quo
★ Can explain why DNT:1 reduces tracking for participating sites

And:
★ Adoption
Why Uses and DeID

- Any eventual standard needs these
- Complex and technical
- If clean these up …
How We Learn Facts

- Have had briefings
  - More here in Cambridge

- Common pattern
  - Non data-holders and skepticism
  - Data holders and secret sauce

- Lawyers and presumption when one side has evidence
Guest Briefings at Cambridge

- ESOMAR – market research
- German tele-media law and pseudonyms
- Ed Felten and de-identification
- Rationale & reasoned discussion
Task for First Breakouts

- Lifetime (or long-term) browsing history
  - “Right to read anonymously” – Julie Cohen
- Buckets or low-entropy cookies
- Comments