Opening Plenary Cambridge F2F

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Assumption of Good Faith

★ Swire disclaimers

★ Decorum

★ Assume good faith

★ Decisions on standard all done in group and mailing list

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History & DNT

★ The history

★ Persistent, one-time choice by user

    ★ Technology neutral

    ★ Reversible by user

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Why W3C

★ Winston Churchill

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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

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Criteria for Standard

★ Create a W3C standard

★ Consistent with the charter

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★ 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

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