Wrap-up

• What’s the output?
• What we heard
  • Observations
  • DNT and “Policy”
• … and Beyond
Observations

• EU “cookie directive”, legal aspects of behavioral targeting

• user studies: attitudes, usability, what do users actually “get” and “want”?

• not just the desktop: mobile, apps!
DNT

- foundational assumption: co-operative approach
- there’s still lots of work to do, currently driving towards Last Call
- impact on businesses, level playing fields, the Web
“Policy”

• architecture impacts policy
• policy impacts architecture
• what is a productive process?
Beyond

- client-side privacy enforcement
- fingerprinting mitigations
- cookie policies
- connecting data sharing and user control
- connect policy to data in transfer
- privacy review and privacy engineering for specifications
Transparency

- Transparency and notice mechanisms
- P3P simplified? reloaded? built upon?
- Icons, shorter notices, user experience
- Structured customer data objects
Join the Privacy Interest Group!
Join the relevant Community Groups!
Recommendations

• (high-tech sticky notes)