do not track and beyond
actual situation in Germany, Europe:
8 - x steps for do not track (opt-out)
actual situation in Germany, Europe:
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actual situation in Germany, Europe:
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actual situation in Germany, Europe:

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actual situation in Germany, Europe:

8 - x steps for do not track (opt-out)
actual situation in Germany, Europe:

8 - x steps for do not track (opt-out)

http://www.meine-cookies.org/
actual situation in Germany, Europe:

8 - x steps for do not track (opt-out)
actual situation in Germany, Europe:

8 - x steps for do not track (opt-out)
actual situation in Germany, Europe:

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actual situation in Germany, Europe:
8 - x steps for do not track (opt-out)
actual situation in Germany, Europe:
8 - x steps for do not track (opt-out)

▪ Congratulations!

▪ This was a hard job!

▪ Keep in mind: you have to do this all again if you delete your cookies!
do not track

- Mit Browserzugriffen eine "Do Not Track"-Anforderung senden.
do not track

Tell web sites I do not want to be tracked

Mit Browserzugriffen eine "Do Not Track"-Anforderung senden.
do not track
Settings on the web vs. settings in the browser

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**opt-out scenario**  
*settings on the web*

1. **go to the website**
2. **discover the location of the privacy policy**
3. **read the policy**
4. **understand the policy**
5. **identify the issues you want to opt-out**  
   *(multiple choices affect multiple actions !)*
6. **don’t be afraid in being linked to a „foreign“ website**
7. **discover the location of the opt-out button at the „foreign“ website**
8. **click opt-out !**  
   Congratulations !
9. **repeat steps 5 - 8 for each specific issue**
10. **repeat all previous steps if your cookies are deleted**

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**do not track scenario**  
*settings in the browser*

1. **open your user agent (first time)**
2. **do your choice**  
   or
3. **open your user agent**
4. **discover the dnt setting**
5. **do your choice**
Assumptions

From a user perspective:

▪ There are more steps for opt-out needed than for do not track
▪ Each website is different, on each website you have to rediscover the privacy policy and the opt-out mechanisms
▪ This process has to be restarted when the cookies are deleted
▪ dnt settings in a browser have only once to be discovered
next steps beyond do not track

- Lets give the user the opportunity to find some specific information about the visited website at one central place in the user agent

- Examples, to be specified:
  - Portal: list of 3rd partys, purposes of data processing, responsible data protection authority,
  - SaaS webservice: where is the data stored, who and from where can it be accessed, which sub-providers are involved in the production chain, which contractual foundation was selected between the contracting parties and which security levels are available

- And don’t forget apps!
Thank You.

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