



Office of the
Privacy Commissioner
of Canada

Commissariat
à la protection de
la vie privée du Canada

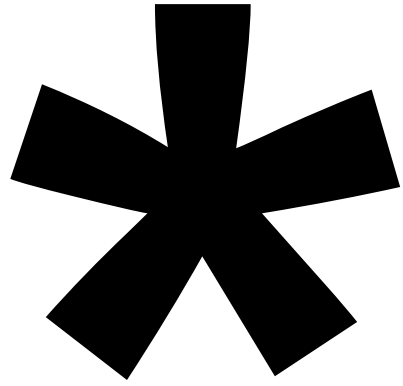
A few subtle statements...

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web trackers are breaking the law*

law*



*** Canadian law (and others)**

*** third parties (and others)**

“personal information”
vs.
**“personally identifiable
information”**

**“information about an
identifiable individual”**

**IP addresses and cookies
can be personal information**

**even without identifiers, profiles
can be personal information**

specified purpose before collection
limited purposes & disclosure
informed consent
limited retention
openness
accountability
individual access

...

**do-not-track proposals, although
laudable, do little to address the
fundamental problem**

and they might make things worse

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