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W3C Workshop: Do Not Track and Beyond  
Position Paper for Participation

## **PrivacyChoice Background**

Founded in 2009

Mission: make privacy easier

For pros:

Trackerlist database and API (10+ deployments)

Free site and app tracker scanning

Free mobile privacy policies

For folks:

Privacyfix - personal privacy control-panel

Privacyscore - site privacy ratings

TrackerBlock - browser add-ons and tracking protection lists

Research and commentary:

[blog.privacychoice.org](http://blog.privacychoice.org)

## **Interest in the Workshop**

Get educated about Do Not Track technical and policy standards  
(with particular interest in mobile implementations).

Contribute research and learning from our users and ad-industry research.

Connect with open projects that can use our dataset.

Identify potential new features that leverage W3C standards.