

**Adobe Systems Incorporated Position Paper for the
W3C Workshop: Do Not Track and Beyond 26-27 November 2012**

Submitted for participation in the W3C Workshop on Do Not Track and Beyond

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Adobe has long held that standards, treated in an open fashion, play a crucial role in the growth of society in the information age and in fostering a vibrant, competitive, information technology marketplace. Adobe has created and stewarded some of the most widely used formal and de facto standards in technology today: Postscript, PDF, TIFF, XMP, DNG, etc. Adobe believes that standardization, at an appropriate time in a technology's life cycle, brings key benefits: users can avoid vendor lock-in and benefit from choice, and third parties can attempt to build on and extend existing standards. Standards not only are compatible with innovation; when used appropriately, they promote it.

Adobe works with numerous standards bodies, but none more closely than W3C. Current and former employees of Adobe have contributed time and expertise to numerous W3C groups, including the current Tracking Protection Working Group. Adobe is also a corporate supporter of W3C's valuable work.

Adobe has a keen interest in privacy. Adobe is a steward of others' data, as a provider of various online services, from content management to Web hosting to analytics to content delivery on mobile platforms. Adobe also produces tools and platforms used by others to produce content and host Websites. Across these diverse businesses, Adobe seeks to follow, and encourages companies that use our online services to follow, the Fair Information Practice Principles as a way to meet the expectations of consumers and our business customers.

Because of Adobe's many interests around privacy and our longstanding interest in and support of the W3C, Adobe respectfully requests to participate in the upcoming W3C Workshop: *Do Not Track and Beyond*.