

Tracking Protection and Consent Management using W3C Do Not Track

Matthias Schunter, Intel Labs, Matthias.schunter@intel.com

My Background

I have been conducting research in privacy-enhancing technologies and privacy policies for over a decade. Some activities were the introduction of a “sticky policy paradigm” for managing privacy policies in enterprises, the participation in W3C P3P 1.1, and recently the chairing of the W3C Tracking Protection Working Group.

On W3C Do Not Track

The candidate recommendation for “Tracking Preference Expression” that was developed in the W3C working group allows user agents and sites to exchange privacy information and manage consent:

1. A tracking status object published by a site documents the tracking behavior of a given site.
2. A “do not track” header allows users to opt out of tracking (DNT;0)
3. Once a site has obtained opt-in consent from a user, a user-granted exception API allows a site to register consent with the browser.
4. Once consent has been registered, the browser will notify sites by sending a DNT;1 header.

Contribution to Workshop

My goal is to advertise our work so far, collect feedback, and discuss future directions for the TPWG in particular and privacy and tracking protection in general. I would also like to understand how the EU community plans to implement privacy compliance in the currently evolving regulatory landscape.