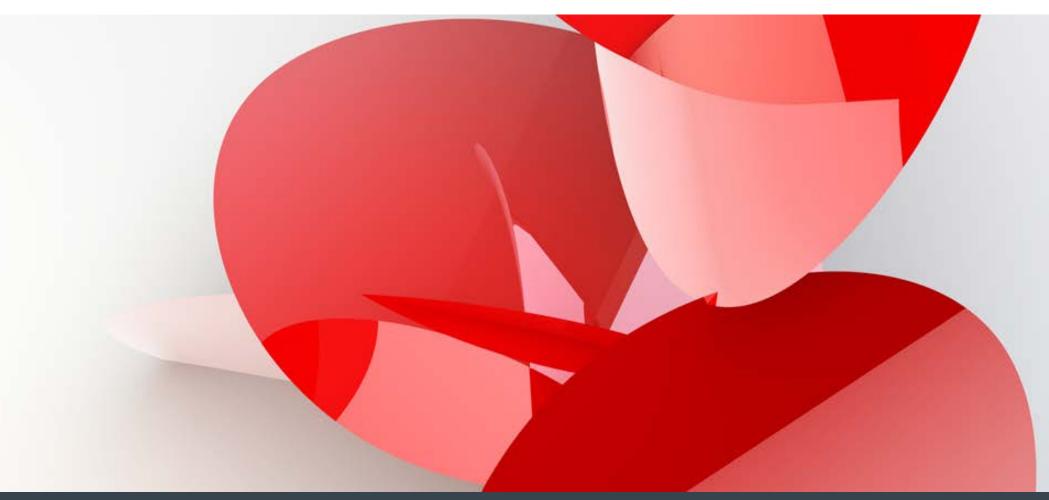
## Scope of Do Not Track

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## Is Do Not Track Possible?

- Tracking has to happen at the TCP/IP level.
- Does calling it "tracking" set unrealistically high expectations?
- Catchy phrase, but is it misleading?
- Need a common understanding
  - Vocabulary is key (universal, consistent, worldwide)
  - Clear identification of the objective

## Scope of Do Not Track Solution

- Use of service providers by a 1<sup>st</sup> party as an agent should be out of scope of DNT – reasonably expected by consumers
  - Focus on consumers' reasonable expectations
  - Narrowly tailored solution addressing activity outside reasonable expectations
  - Regulators/legislators agree 1<sup>st</sup> party tracking for 1<sup>st</sup> party use is expected
    - Includes tracking for site optimization and 1<sup>st</sup> party marketing
  - Use of service providers as agents reasonably expected

