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**Empowering Users to Express a “Do Not Track” Rule:
A Step Toward Conveying User Privacy Preferences**

W3C Workshop on Web Tracking and User Privacy

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Objections to Sending User Privacy Rules Such as “Do Not Track”

- **No technical enforcement of rules**
 - **Allows privacy authorities, others to enforce rules**
- **User interface would be hard, confusing**
 - **A challenge, but do-able here as elsewhere**
- **Users will blame browser if website violates DNT**
 - **Reduce risk in UI:**
 - “Tell web sites I do not want to be tracked”
 - NOT: “Do not let web sites track me”
- **Incomplete privacy is worse than no privacy**
 - **Maybe true with security, not true with privacy**
- **Not sure it will work**
 - **We are sure the status quo is *not* working**