

mozilla

DNT: 1

Mozilla's Do Not Track Mechanism

Alex Fowler, Global Privacy & Public Policy
Leader, Mozilla

W3C Web & User Privacy Tracking Workshop
April 28, 2011

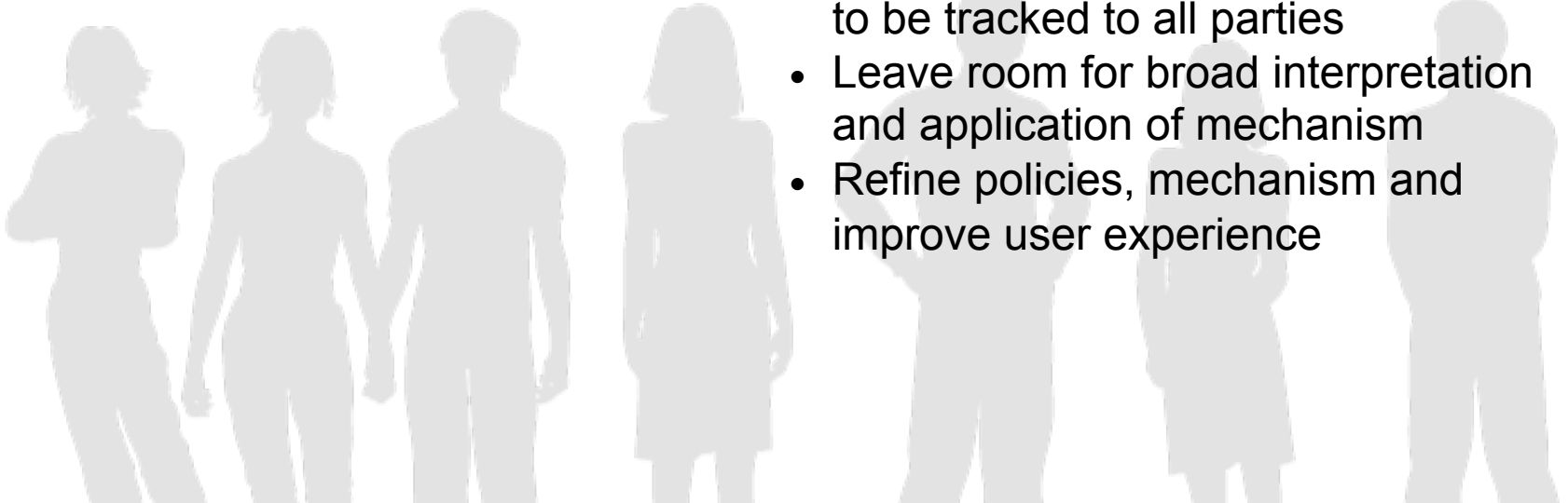
Shape Market via Code & User Adoption

Problem

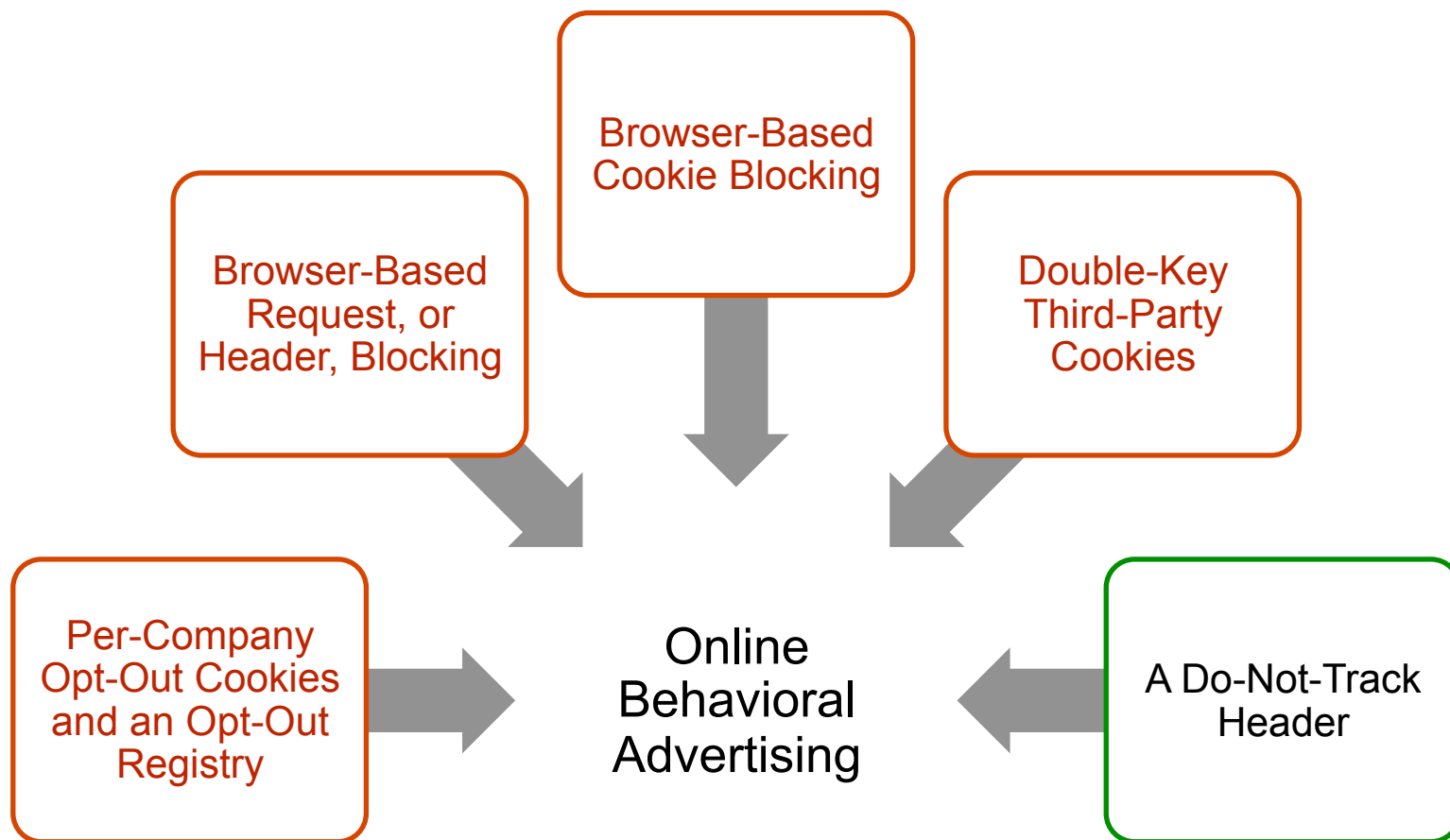
- People unaware or concerned that their online behavior is tracked and corresponding data collected, shared/sold and used without choice and control

Goals

- Respond to public calls for DNT mechanism – initial focus on OBA
- Drive industry shift through implementation and user adoption
- Enable user to state preference not to be tracked to all parties
- Leave room for broad interpretation and application of mechanism
- Refine policies, mechanism and improve user experience



DNT Approaches Considered



Server Side Responses

Publishers/Sites

- Select ad networks that honor DNT header
- Optionally reduce on-site tracking with presence of header
- Update privacy messaging and privacy policies
- Consider other server-side innovations / responses



Ad/Data Companies

- Treat presence of header like opt-out cookie
- Leverage respect for privacy as advantage to publishers
- Further demonstrate commitment to self-regulation and user choice and control by integrating with enhanced notification program





A Data Analytics Company In The Business of Advertising

Got Questions? (866) 441-7203
Live customer support. M-F 9am-5pm EST

Chitika Privacy Policy

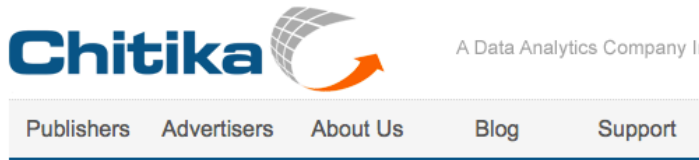
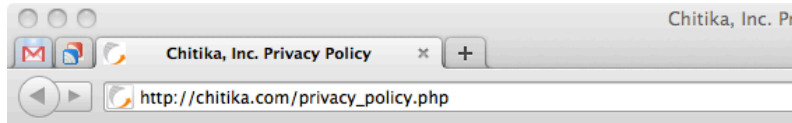
- Chitika does not collect any personally identifying user-level information.
- Chitika's contextual targeting services solely rely on cookie-level tracking containing no personally identifying information.
- When users visit a page in the Chitika network, one or more cookies - a small file containing a string of characters - are set to the computer that uniquely identifies the users browser.
- Chitika uses cookies to improve the quality of the targeting service by storing anonymous activity data and tracking user trends, such as how people search and browse. Users can reset their browsers to refuse all cookies or to indicate when a cookie is being sent.
- Chitika will not collect or use any user-level personally identifiable information without prior consent from its clients.
- Chitika encourages and promotes business practices that protect and honor the privacy of users.
- You can opt-out of receiving Chitika cookies by using the button below.

You are currently not opted out

[Opt-Out](#)

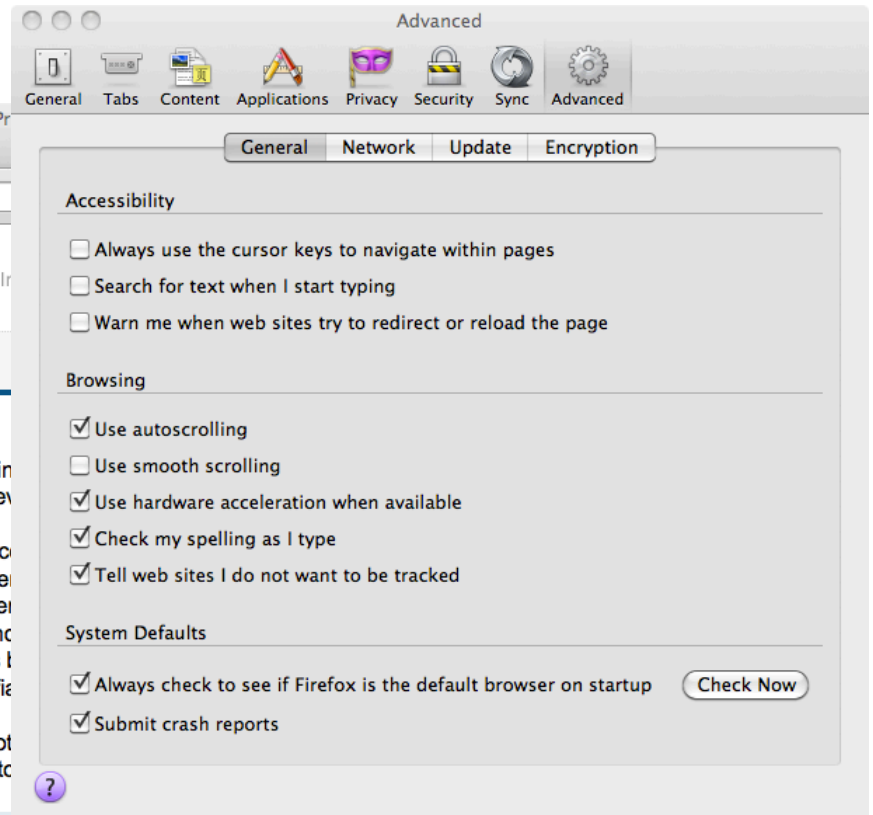
If your status has not changed after selecting Opt-Out, your browser may be set to block Chitika Cookies. Please unblock Chitika Cookies and try again.
If you opted out of our targeted ads before March 1, 2010, the opt-out has expired and you must opt out again to avoid targeted ads.

Note: This opt-out applies to a specific browser rather than a specific user. Therefore you will have to opt-out separately from each computer or browser that you use.



Chitika Privacy Policy

- Chitika does not collect any personally identifying user-level information.
- Chitika's contextual targeting services solely rely on cookie-level identifying information.
- When users visit a page in the Chitika network, one or more cookies - are set to the computer that uniquely identifies the user.
- Chitika uses cookies to improve the quality of the targeting services and tracking user trends, such as how people search and browse.
- Chitika will not collect or use any user-level personally identifying information from its clients.
- Chitika encourages and promotes business practices that protect user privacy.
- You can opt-out of receiving Chitika cookies by using the button below.



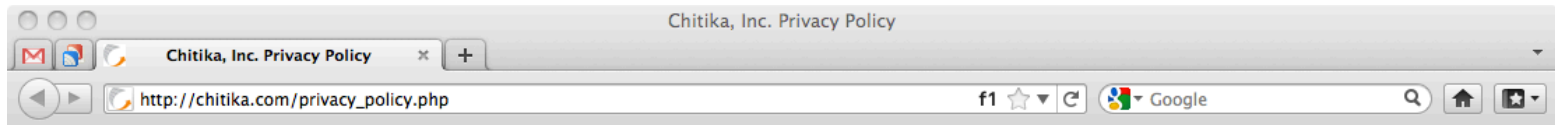
You are currently not opted out

[Opt-Out](#)

If your status has not changed after selecting Opt-Out, your browser may be set to block Chitika Cookies. Please unblock Chitika Cookies and try again.

If you opted out of our targeted ads before March 1, 2010, the opt-out has expired and you must opt out again to avoid targeted ads.

Note: This opt-out applies to a specific browser rather than a specific user. Therefore you will have to opt-out separately from each computer or browser that you use.



A Data Analytics Company In The Business of Advertising

Got Questions? (866) 441-7203
Live customer support. M-F 9am-5pm EST

[Publishers](#) [Advertisers](#) [About Us](#) [Blog](#) [Support](#) [Research](#) [Labs](#) [Mobile](#) [Login](#)

Chitika Privacy Policy

- Chitika does not collect any personally identifying user-level information.
- Chitika's contextual targeting services solely rely on cookie-level tracking containing no personally identifying information.
- When users visit a page in the Chitika network, one or more cookies - a small file containing a string of characters - are set to the computer that uniquely identifies the users browser.
- Chitika uses cookies to improve the quality of the targeting service by storing anonymous activity data and tracking user trends, such as how people search and browse. Users can reset their browsers to refuse all cookies or to indicate when a cookie is being sent.
- Chitika will not collect or use any user-level personally identifiable information without prior consent from its clients.
- Chitika encourages and promotes business practices that protect and honor the privacy of users.
- You can opt-out of receiving Chitika cookies by using the button below.

Do Not Track (DNT) header

You are currently running a browser that passes the Do Not Track (DNT) header. Chitika fully supports DNT, and as such we are not tracking any of your data.

Note: Do-Not-Track applies to a specific browser rather than a specific user. Therefore, you will have to opt-out of Chitika's tracking or enable DNT separately on each computer or browser that you use.

[Publishers](#) | [Advertisers](#) | [Account Login](#) | [Chitika Blog](#) | [Chitika Research](#)

Copyright © 2005-2011 Chitika, Inc. All Rights Reserved. [Chitika in the News](#) [Press Releases](#) [Contact Chitika](#) [Sitemap](#) [Privacy Policy](#)

We collect information about your activities on certain websites to send you personalized advertisements. If you do not wish for us to collect this information, [click here](#).

Range of DNT Indicators

First party sites and third party companies have opportunity to signal users with DNT enabled to enhance trust and transparency.

See <http://dnt.mozilla.org...>

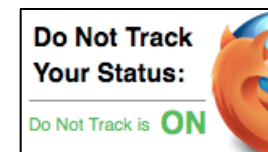
Examples: Static Badges



Tracking Opt Out



Tracking Free Site



Widget: General Tracking Notice

Widget says, "here's our tracking policy"

Tracking Notice

Tracking & Privacy

Like you, we take your privacy seriously.

You're seeing this because you've enabled DNT in your browser.

We do track people who come to our web sites and use our products and services, as highlighted here.

For more information, please read our [Privacy Policy](#).

Tracking on this site:

- Web analytics
- Fraud detection
- Advertising
- Content usage
- Site performance

Tracking by 3rd Parties:

- Web analytics
- Fraud detection
- Advertising
- Content usage
- Site performance

Widget: Opted Out Tracking Notice

Widget says, "we no longer track you for..."

Tracking Notice

Tracking Opt-Outs

We take your privacy seriously.

We've **opted you** out of some online tracking, as indicated here. Other tracking is done in non-identifiable ways.

You're seeing this because you've enabled DNT in your browser.

For more information, please read our [Privacy Policy](#).

We Don't Track You For:

- Web analytics
- Fraud detection
- Advertising
- Content usage
- Site performance

Tracking by 3rd Parties:

- Web analytics
- Fraud detection
- Advertising
- Content usage
- Site performance

Thank You. We welcome the opportunity to work with you on DNT and other initiatives to improve privacy online.

Alex Fowler
415 309 3712
afowler@mozilla.com