# The security and fraud exemptions in DNT

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- Security and fraud exemptions can undermine data retention policies: Ex. Yahoo
- The "reasonable" anti security and fraud scenarios imagined by most users and policy makers are largely all 1st parties, not 3rd.
  - Ex: PayPal, online banking, Google search, Amazon
- Once a user clicks on an ad, it is a 1st party interaction. To detect click fraud, you do not need an exemption.

- Impression fraud:
  - Apple blocks 3<sup>rd</sup> party cookies by default.
  - 20-30 percent of users delete cookies.
  - Ad networks still manage to detect impression fraud in such cases. Why not with DNT?
  - Apple users haven't gone out of their way to protect their privacy (just by using Safari) – why should they get more privacy protections w/r/t tracking than users who seek out and enable DNT.

- We must question the ad networks' claims.
- They don't want to provide any details (to avoid "tipping off the bad guys").
- This is largely bogus, and the same technique used by the national security apparatus.
- Secrecy used to hide things that would otherwise be laughable.