

## How can we empower users with more control over their online privacy?

The privacy of an individual's personal data on the Internet is a top concern for business, government, media and the public. Opinion surveys consistently show that privacy concerns are a leading impediment to the further growth of Web-based commerce.

Initial efforts by Web sites to publicly disclose their privacy policies have had some impact. But these policies are often difficult for users to locate and understand, too lengthy for users to read, and change frequently without notice.

### P3P 1.0 at a Glance

**Intuitive** — promotes a seamless browsing experience while still addressing privacy concerns.

**Transparent** — makes Web sites privacy policies clear to users.

**Flexible** — compatible with both regulatory and self-regulatory approaches, and with other technology tools.

**Global** — developed with the international diversity of privacy laws in mind.

**End-to-End** — provides tools to more easily create policies and checks sites for privacy assurance seals.

**Expandable** — future versions could support automatic negotiation of individual privacy agreements and digital signature-based authentication.

**Available** — Now that the final standard is nearly complete, software tools are already under development.