

P3P 1.0 element definitions and translations - 30 June 2003 DRAFT

P3P Element		P3P Spec Definition	IE6 Translation	Proposed Recommended Plain Language Translation	Notes
ACCESS		the ability of the individual to view identified data and address questions or concerns to the service provider. Service providers MUST disclose one value for the access attribute. The method of access is not specified. Any disclosure (other than <all/>) is not meant to imply that access to all data is possible, but that some of the data may be accessible and that the user should communicate further with the service provider to determine what capabilities they have.	What types of information about myself do I have access to?	Your access to information about you	(1) task force prefers "you" rather than "I/me" language. (2) task force prefers that headings not be in the form of questions, although a particular user agent implementer might choose to adopt language similar to our recommendation but changing the headings to questions
	ident-contact Other-ident	Identifiable Contact Information: access is given to identified online and physical contact information (e.g., users can access things such as a postal address). Other Identified Data: access is given to certain other identified data (e.g., users can access things such as their online account charges).	Personally identifiable online and physical contact information such as a postal address. Certain other information linked to an identifiable person such as online account charges.	We allow you to access <u>only your contact information in our records</u> We allow you to access <u>some of the information identified with you in our records, but not your contact information.</u>	There is a typo in the P3P spec. "Identifiable" should be "Identified"

PURPOSE		purposes for data processing relevant to the Web.	Why is this information collected?	How your information may be used	
	admin	Web Site and System Administration: Information may be used for the technical support of the Web site and its computer system. This would include processing computer account information, information used in the course of securing and maintaining the site, and verification of Web site activity by the site or its agents.	Information may be used for the technical support of the Web site and its computer system. For example, to process computer account information, to secure and maintain the site, or to verify Web site activity by the site or its agents.	For To perform web site and system administration without creating a record identifying you	
	tailoring	One-time Tailoring: Information may be used to tailor or modify content or design of the site not affirmatively selected by the particular individual where the information is used only for a single visit to the site and not used for any kind of future customization. For example, an online store that suggests other items a visitor may wish to purchase based on the items he has already placed in his shopping basket.	Information may be used to tailor or modify the content or design of the Web site during a single visit to the site. For example, an online store might suggest other items for a visitor to purchase based on items he has already placed in his shopping basket.	To customize the site for your current visit (session?)	

	pseudo-analysis	Pseudonymous Analysis: Information may be used to create or build a record of a particular individual or computer that is tied to a pseudonymous identifier, without tying personally-identifiable information (such as name, address, phone number, email address, or IP address) to the record. This profile will be used to determine the habits, interests, or other characteristics of individuals for purpose of research, analysis and reporting, but it will not be used to attempt to identify specific individuals. For example, a marketer may wish to understand the interests of visitors to different portions of a Web site.	Information that is based upon a unique identifier but that cannot be linked to an individual may be used for research, analysis, and reporting. For example, the number of users within a ZIP code.	To do research and analysis in which your information may be used without identifying you	
	pseudo-decision	Pseudonymous Decision: Information may be used to create or build a record of a particular individual or computer that is tied to a pseudonymous identifier, without tying personally-identifiable information (such as name, address, phone number, email address, or IP address) to the record. This profile will be used to determine the habits, interests, or other characteristics of individuals to make a decision that directly affects that individual, but it will not be used to attempt to identify specific individuals. For example, a marketer may tailor or modify content displayed to the browser based on pages viewed during previous visits.	Information that is based upon a unique identifier but that cannot be linked an individual may be used to make a decision that directly affects that individual. For example, an individual within a certain ZIP code is presented with advertisements for companies located in that same ZIP code.	To make decisions without identifying you, for example, about what content or ads you see at a web site	

	individual-analysis	Individual Analysis: Information may be used to determine the habits, interests, or other characteristics of individuals and combine it with personally identifiable information for the purpose of research, analysis and reporting. For example, an online Web site for a physical store may wish to analyze how online shoppers make offline purchases.	Information that can be linked to an individual may be used for research, analysis, and reporting. For example, data about the types of and price ranges of products an individual has looked at.	To do research and analysis in which information identified with you may be used	
	individual-decision	Individual Decision: Information may be used to determine the habits, interests, or other characteristics of individuals and combine it with personally identifiable information to make a decision that directly affects that individual. For example, an online store suggests items a visitor may wish to purchase based on items he has purchased during previous visits to the Web site.	Information that can be linked to an individual may be used to make a decision that directly affects that individual. For example, a Web site might show an individual houses that are within her ability to purchase, regardless of the price range she has researched before.	To make decisions that directly affect you using information we maintain about you, for example, to recommend products or services about purchase recommendations based on your previous purchases	

RECIPIENT		the legal entity, or domain, beyond the service provider and its agents where data may be distributed.	Who has access to this information?	Who may use your information	
	ours	Ourselfs and/or our entities acting as our agents or entities for whom we are acting as an agent: An agent in this instance is defined as a third party that processes data only on behalf of the service provider for the completion of the stated purposes. (e.g., the service provider and its printing bureau which prints address labels and does nothing further with the information.)	This Web site, entities for whom it is acting as an agent, and/or entities acting as its agent. An agent in this instance is defined as a third party that processes data only for the completion of the stated purpose, such as a shipping firm or printing service.	<u>Ourselfs and our service providers with whom we contract the companies that to help us fulfill your requests, for example, shipping or billing companies that may not use your information for marketing or other purposes that go beyond fulfilling your request</u>	
	same	Legal entities following our practices: Legal entities who use the data on their own behalf under equable practices. (e.g., consider a service provider that grants the user access to collected personal information, and also provides it to a partner who uses it once but discards it. Since the recipient, who has otherwise similar practices, cannot grant the user access to information that it discarded, they are considered to have equable practices.)	Legal entities that have equivalent practices to this Web site.	<u>Other- Unrelated companies with similar privacy policies</u>	

	other-recipient	Legal entities following different practices: Legal entities that are constrained by and accountable to the original service provider, but may use the data in a way not specified in the service provider's practices (e.g., the service provider collects data that is shared with a partner who may use it for other purposes. However, it is in the service provider's interest to ensure that the data is not used in a way that would be considered abusive to the users' and its own interests.)	Legal entities that are constrained by and accountable to this Web site, but may use the data in a way not specified in this Web site s practices.	Other <u>Unrelated companies with different privacy policies</u>	
	unrelated	Unrelated third parties: Legal entities whose data usage practices are not known by the original service provider.	Legal entities whose data usage practices are not known by this Web site.	Other <u>Unrelated companies with unknown privacy practices.</u>	

CATEGORIES		Categories are elements inside data elements that provide hints to users and user agents as to the intended uses of the data.	What kind of information does this Web site collect?	Types of information that may be collected	
	physical		Information that allows an individual to be contacted or located in the physical world, such as a telephone number or a postal address.	Name, address, phone number, or other <u>physical contact information</u>	
	financial	Financial Information: Information about an individual's finances including account status and activity information such as account balance, payment or overdraft history, and information about an individual's purchase or use of financial instruments including credit or debit card information. Information about a discrete purchase by an individual, as described in "Purchase Information," alone does not come under the definition of "Financial Information."	Information about an individual's finances, including account status, account balance, payment or overdraft history, and information about an individual's purchase or use of financial instruments, including credit cards or debit cards.	Financial information such as <u>accounts, account balances, and transaction payment or overdraft history, and loans</u>	