



World-wide Web Consortium (W3C) Tracking Protection Working Group (TPWG): Status Update and Next Steps

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Outline



1. W3C TPWG: Objectives and Motivation?
2. History and Achievements of the W3C TPWG
3. Plans for 2017: Update to Simplify EU Consent Handling

Tracking and its usages on the Web

(Web Activity) Tracking

- „*Tracking* is the collection of data regarding a particular user's activity across multiple distinct contexts and the retention, use, or sharing of data derived from that activity outside the context in which it occurred. “ ([TPE Sec 2.2](#))

Why Tracking?

- Targeted Advertising: Display ads that are relevant for a user
- Frequency Capping: Ensuring diversity in ads
- Web Metrics: Independent measurement of KPI

Many Mechanisms:

- Cookies (can be deleted), IP Addresses (course grained), Fingerprints (probabilistic device identifiers), ...

Objectives of the TPWG as defined in its [Charter](#)

Focus Areas:

- Notice: Enable users to understand who collects tracking data and the server intentions for data collection.
- Consent/Choice: Allow users to send opt-in and opt-out signals to web-tracking systems

Out of Scope:

- Enforcement: The working group does not plan to prescribe a specific approach/policy for web-sites to respect a user's preference.
- User Interface: The WG will not specify the exact presentation to the user.

Outline

1. W3C TPWG: Objectives and Motivation?

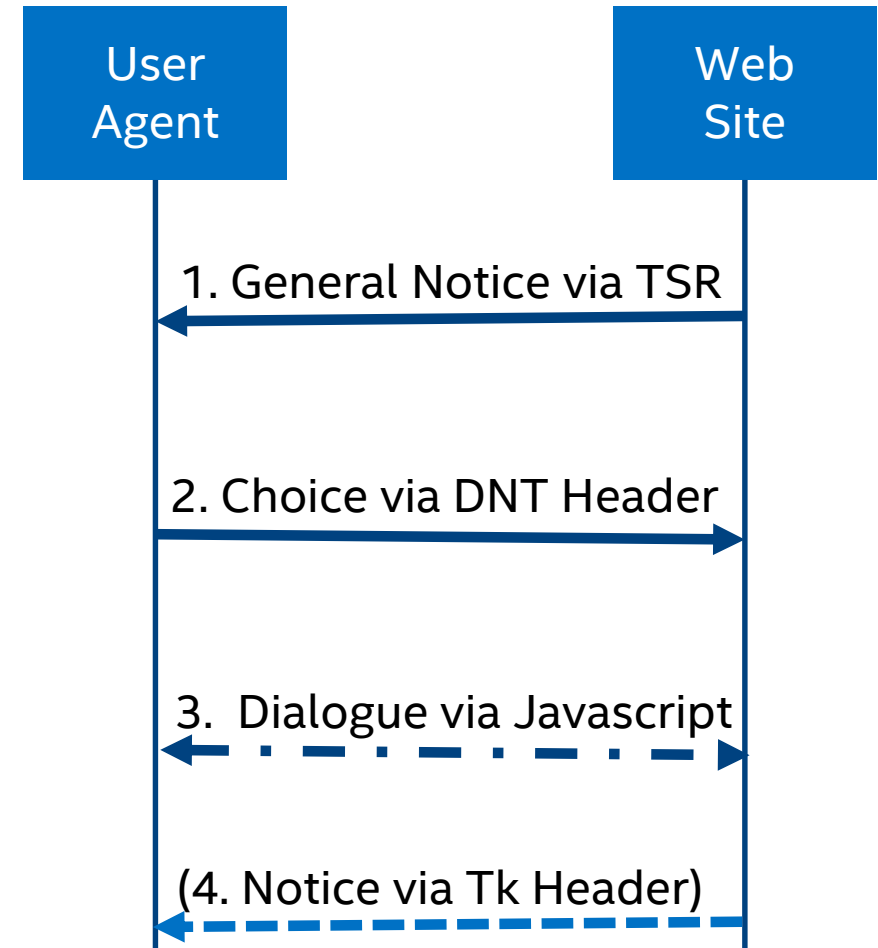


2. History and Achievements of the W3C TPWG

3. Plans for 2017: Update to Simplify EU Consent Handling

Candidate Recommendation: Tracking Preference Expression (TPE)

1. Tracking Status Resource (TSR):
Notice explaining tracking policy of a web-site at a well-known URL.
2. Do Not Track (DNT) Header:
Preference not to be tracked or consent for tracking.
3. User-granted Exceptions:
Javascript API to modify choice
4. Tracking Status (Tk) Header:
Detailed status for special cases (e.g. Offline consent).



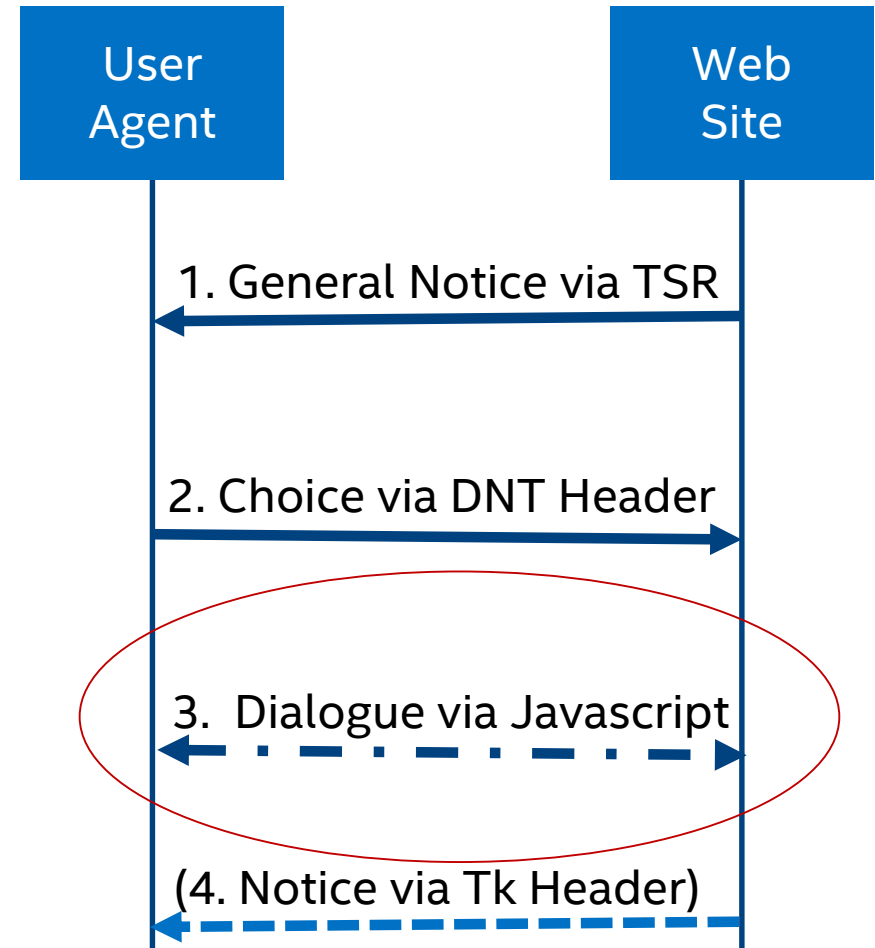
User-granted Exceptions to Manage Consent

Javascript API: Store consent and opt-in to tracking

- Site-Wide Exception: The site including its sub-resources will receive DNT:0
- Web-wide Exception: A domain receives DNT:0 wherever it appears on the web

Advantages over Cookies for Consent:

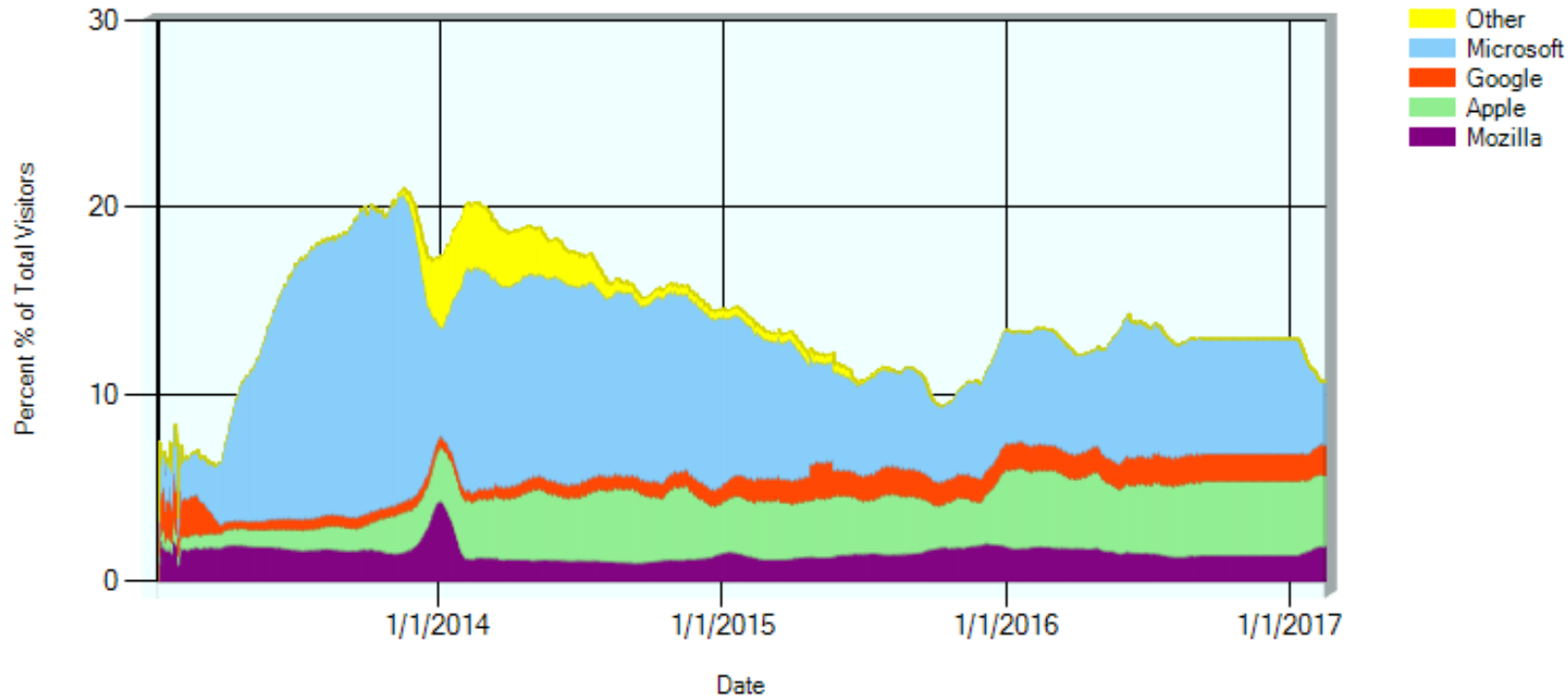
- Sub-resources obtain consent
- Transparency for users and persistence



DNT set in >11% of HTTP requests

Percent DNT set on Wednesday, February 15, 2017 is 11.01%

Average DNT set % over last 30 days was 11.43%



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Based on 1M hits per day to >5000 European consumer facing sites

Courtesy: Baycloud Systems
www.baycloud.com

Thousands of sites are implementing at least some aspects of Do-Not-Track

Server-side DNT Implementations (Websites/third-party resources)

Url (1st party/3rd party)	Implements				
	Tracking Response Header	Tracking Status Resource	Declares valid EFF policy	Handles DNT Exceptions	Otherwise respects DNT
https://baycloud.com (1p)	Yes	Yes	Yes	JS Consent API	No UIDs unless logged in (uses DNT API if supported)
https://cookiedc.com (3p)	Yes	Yes	Yes	JS Consent API	No UIDs (enables containing site to use DNT Consent API if supported)
https://medium.com (1p)	Yes	Yes	Yes	OOBC (TKC)	No tracking third-parties, including GA, when DNT set
https://maurijehaankeuring.nl (1p)	No	Yes	No	No	No tracking ever and declares this in TSR
https://twitter.com (1p/3p)	No	No	No	No	No UIDs when logged out (other than GA)
https://www.aerport.fr (1p)	No	No	No	No	Blocks GA if DNT 1, DNT 0 indicates consent
https://www.reddit.com (1p)	No	No	No	No	"If Do Not Track enabled, we will not load any third-party analytics."
https://www.pinterest.com (3p)	No	No	No	No	"we honor DNT as a signal for how you want us to use data we collect outside of Pinterest"
https://demo.pik.org (3p)	Yes (N)	No	No	No	UID cookie deleted when DNT 1
http://ad.aloodo.com (3p)	Yes (by meta tag)	No	No	No	"Alloodo is a system to help a web developer detect if a user are protected from, or vulnerable to, third-party tracking", uses Tk: D to force blocking by extensions
https://www.webcookies.org (1p)	No	No	Yes but invalid hash	No	When DNT set does not render tracking third-parties & stops analytics
https://www.healthcare.gov (1p)	No	No	No	No	"If you have Do Not Track enabled in your browser, we'll automatically observe your preferences related to digital advertising from HealthCare.gov."
http://www.nextinpact.com/blog/57497-pourquoi-nextinpact-a-decide-prendre-en-compte-signal-do-not-track.htm (1p)	No	No	No	No	When DNT set does not render tracking third-parties & stops analytics
https://agenceaircange.fr (1p)	No	No	No	No	alert box on 1st visit with DNT 1 saying "we respect your choice"
https://duckduckgo.com (1p/3p)	No	No	No	No	No tracking i.e. UIDs at all, search history not shared
https://adzerk.com (1p/3p)	No	No	No	No	If DNT set prevents writing IP address in logs. Only sets frequency capping cookies.
http://trustx.org (1p/3p)	No	No	No	No	"We also honor the Do Not Track (DNT) signal which can be turned on or off in your browser. When the DNT signal is on, we will treat your device as if you have opted out via the Ad Choices program. We have required advertisers and our third-party service providers to honor DNT signals in the same manner"
http://dove.com/de (1p)	Yes	No	No	Yes	Uses DNT JS API to communicate user consent to embedded third-party sub-resources. This one of several thousand Unilever P&G consumer brand sites also using the API when the user agent supports it.
http://www.domeslos.co.uk (1p)	Yes	No	No	Yes	Uses DNT JS API to communicate user consent to embedded third-party sub-resources. This one of several thousand Unilever P&G consumer brand sites also using the API when the user agent supports it.
http://irexona.fr (1p)	Yes	No	No	Yes	Uses DNT JS API to communicate user consent to embedded third-party sub-resources. This one of several thousand Unilever P&G consumer brand sites also using the API when the user agent supports it.
http://www.marmite.co.uk (1p)	Yes	No	No	Yes	Uses DNT JS API to communicate user consent to embedded third-party sub-resources. This one of several thousand Unilever P&G consumer brand sites also using the API when the user agent supports it.
http://www.pronamel.fr (1p)	Yes	No	No	Yes	Uses DNT JS API to communicate user consent to embedded third-party sub-resources. This one of over a thousand Glaxo brand sites using the API when the user agent supports it.
http://www.aquafresh.co.uk (1p)	Yes	No	No	Yes	Uses DNT JS API to communicate user consent to embedded third-party sub-resources. This one of over a thousand Glaxo brand sites using the API when the user agent supports it.

Courtesy: Baycloud Systems
www.baycloud.com

Do-Not-Track Consent API & Tracking Status Resource active on >3,000 Unilever brand sites

The image shows a browser window with a dark blue overlay from BAYCLOUD BOUNCER. On the left, a cookie consent banner is visible on the website www.dove.com. The overlay on the right displays tracking information for the current page.

Cookie Consent Banner (Left):

Cookies auf dieser Website

Unilever verwendet Cookies, um eine optimale Online Nutzung zu ermöglichen und anonymisierte, aggregierte Auswertungen der Webseiten-Nutzung zu erstellen. Mehr Einsatz und die Deaktivierung von Cookies erfahren Sie in unserer Cookie Richtlinie. unsere Webseiten nutzen, stimmen sie dem Einsatz von Cookies zu.

Wenn diese Nachricht (manuell oder automatisch) geschlossen wird, stimmen Sie dem Einsatz von Cookies auf Ihrem Gerät in Übereinstimmung mit unserer **Cookie Richtlinie** zu.

Tracking Status Overlay (Right):

BAYCLOUD BOUNCER

Click to give your consent for tracking on:
www.dove.com

1 First Party domain(s)

Domain	DNT?	Response
dove.com		

Do-Not-Track Statement


Tracking	N
Controller identity	Unilever PLC/Unilever NV
Controller About page	https://www.unilever.com/about/
Same party domains	unilever.com
Privacy Policy	http://www.unilevercookiepolicy...

13 Third-party domains Block all

use.typekit.com		<input type="checkbox"/>
az417220.vo.msecnd.net		<input type="checkbox"/>
cookieq.com		<input type="checkbox"/>

Courtesy: Baycloud Systems
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Next Step for 2017: Finalize TPE Recommendation

- Core Goal:
 - Use DNT Javascript API to manage consent for tracking
 - Simplify compliance with GDPR and emerging regulation
- + Implementation and validation:
 - Does TPE help with EU consent requirements?
 - What additional notice information is required?
- + Foster Adoption – **Join our effort and our working group!**
 - User-agents: Browsers and Plugins
 - Sites

References W3C Tracking Protection Working Group

1. Homepage: <https://www.w3.org/2011/tracking-protection/>
2. Charter: <https://www.w3.org/2016/11/tracking-protection-wg.html>
3. Tracking Preference Expression (TPE):
<https://www.w3.org/2011/tracking-protection/drafts/tracking-dnt.html>
4. Public Mailing List: <mailto:public-tracking@w3.org>
5. Chairs/Joining: [Matthias Schunter \(Intel\)](#), Carl Cargill (Adobe)