



# P3P

## Implementation Workshop Series: Boston/128 Tech Corridor



The Global Resource for Privacy Solutions.

You are cordially invited to attend the fourth in a national series of P3P Implementation Workshops, to be held in Waltham, MA on March 11. The event is hosted by the Internet Education Foundation, in conjunction with the Massachusetts Software & Internet Council, IBM, Privacy Council, and the World Wide Web Consortium. The workshop will feature a panel discussion/workshop on private sector adoption of P3P and how to implement P3P on your Web site.

**Boston/128 Tech Corridor**  
**Monday, March 11, 2002 from 8:00AM-10:30AM**  
**IBM Campus**  
**404 Wyman Street**  
**Conference Room 5A**  
**Waltham, MA 02454**  
**(781) 895-2088**  
**(Coffee and snacks provided)**

This two-hour workshop will provide chief information officers, privacy officers, marketers and tech teams with the information they need to understand P3P, its position within the broader consumer privacy landscape and, most importantly, how to implement it on their company's Web sites.

This will include an overview of the policy issues surrounding consumer privacy and P3P and a detailed workshop on how to implement P3P.

**Implementation Panel:** This panel will include industry experts on P3P and corporate implementers of P3P to discuss the factors that need to be taken into consideration in designing a P3P policy, [p3ptoolbox.org](http://p3ptoolbox.org), how to coordinate tech and privacy personnel in implementation, and technical details of implementing P3P.

**Invited Panelists:**

Martin Pressler-Marshall, IBM  
Marc Berejka, Microsoft Corp.  
Steve Lucas, Privacy Council  
Brendan Howard, Terra Lycos  
Daniel Wietzner, World Wide Web Consortium

**For more information and directions to the event, please visit [www.p3ptoolbox.org/events](http://www.p3ptoolbox.org/events) or call IEF at 202-638-4370 and ask to speak to Joshua Freed or Megan Kinnaird.**

**Email your **RSVP**, including your name, company and contact information, to: [rsvp@p3ptoolbox.org](mailto:rsvp@p3ptoolbox.org).**



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## What is P3P?

Personal privacy is one of the top concerns of Web users, government leaders, and the media. In part, this stems from an absence of communication about how Web sites collect user information, why they collect it, and what they use it for. Web sites have begun to address the concerns about privacy by publicly disclosing their privacy policies. This has had some impact, but more can be done by industry to make these notices more effective and help Web users understand how and why information may be collected.

The World Wide Web Consortium (W3C), the Web standards-setting body that oversees development of the common specifications and protocols that allow the Web to function, developed The Platform for Privacy Preferences - commonly referred to as P3P - to address Web users' concerns about online privacy. P3P builds trust and confidence between Web users and Web sites by creating transparency in the information collection and use process. P3P has three basic purposes:

- (1) Using machine-readable formats, it allows Web sites to automatically inform Web users, through the user's Web browser, about the site's privacy practices.
- (2) It gives Web users a way to set their own privacy preferences, enabling their Web browser to automatically compare these preferences with the privacy practices of each Web site they visit, and
- (3) It creates a common privacy vocabulary for human readable policies, providing more clarity to descriptions of Web site privacy practices.

P3P makes it easier for Web users to view, understand, and compare the privacy policies of Web sites. This helps Web users better understand, and trust, the actions of Web sites collecting information to provide the services Web users desire. By empowering Web users and earning their trust, Web sites using P3P will build stronger bonds with their visitors and help address one of the main concerns about online privacy.

## About the Internet Education Foundation's P3P Implementation Project

The P3P Implementation Project was created by the Internet Education Foundation and the World Wide Web Consortium (W3C) with the generous support of DoubleClick, Ernst & Young, Hewlett Packard, Microsoft, PricewaterhouseCoopers, The Privacy Leadership Initiative, and VeriSign. Its mission is to promote industry-wide adoption of P3P to create a ubiquitous framework for providing consumers notice and choice on the Web and to establish industry leadership in protecting consumers' online privacy.