Issue number: 36

Issue name: Should DNT opt-outs distinguish between behavioral targeting and other personalization?

Issue URL: http://www.w3.org/2011/tracking-protection/track/issues/36

Section number in the FPWD: 3.4

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Description:

Though DNT should be accepted as an option to opt-out of behavioral advertising: if the opt-out option is to be applied to collection, it would also include collection beyond advertising. If this is the case, then when the header is set to DNT:1, then this will indicate that no personalization should occur.

This requirement would only apply to sites involved in cross-site tracking. There would be exceptions to this rule when a user has specifically configured personalization settings such as a zip code for weather.

Exceptions would apply, if no setting is made and the consumer expectation is that she will see news and weather based on her current locale, and not based on a random or fixed value.

Specification:

When a third-party website receives a DNT:1 header, it must not use previously collected data for personalization of content except as follows:

1. An individual’s real-time location based on reverse-IP lookup can be used to personalize when locale-based content is being served.

GPS, Wi-Fi or other precise location mechanism should not be used to personalize content without the individual’s prior consent.

2. When an individual has manually configured personalization settings.

3. When it is individual’s expectation that personalization will occur

Examples and use cases:

1. An individual visiting a news site will expect to see local news and weather based on her current location regardless of DNT header setting.

2. The DNT:1 header should be ignored if an individual specifically requests personalization via browser, website, or member services such as through an interest manager,.

3. When logged into a social service and visiting another website where a widget, or similar feature, from that social service may be available, content may be annotated with comments from friends.