_____Tracking Protection Working Group Charter

The **mission** of the Tracking Protection Working Grouphttp://www.w3.org/Privacy/, part of the , is to improve user privacy and user control by defining mechanisms for expressing user preferences around Web tracking and for blocking or allowing Web tracking elements..

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Join the Tracking Protection Working Group.

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End date	31 December 201~~6~~7
Confidentiality	Proceedings are public
Co-chairs	Carl Cargill, Adobe Matthias Schunter, Intel
Team Contact	~~Wendy Seltzer, W3C/MIT~~TBD (FTE %: 1)
Usual Meeting Schedule	Teleconferences: as-needed Face-to-face: ~~3-4~~1-2 per year

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Scope

The Working Group will produce~~a~~ Recommendation-track specification~~s~~ for a simple machine-readable preference expression mechanism ("Do Not Track~~") and technologies for~~"). The goal is to allow users to selectively ~~allowing~~opt-in or ~~blocking~~opt-out of web tracking ~~elements.~~..

~~Proposed technologies for the user preference that the~~The Working Group will ~~consider include, but are not limited to, the use of~~continue Recommendation-track work only on the TPE specification: an HTTP header to signal the preference and a site's response, and the use of a ECMAScript API or DOM property for the same purpose. http://www.w3.org/Submission/web-tracking-protection/~~For selective blocking of tracking elements, the Working Group will consider, but is not limited to, black and white listing, as proposed in the~~ .

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~~Additionally, the Working Group will define the scope of the user preference and practices for compliance with it in a way that will inform and be informed by the technical specification.~~ **A main focus for the extended implementation phase (until Summer 2017) is to demonstrate viability of TPE to address the requirements for managing cookie and tracking consent that satisfies the requirements of new EU privacy regulations.**

The group will actively engage governmental, industry, academic and advocacy organizations to seek global consensus ~~definitions and codes of conduct.~~ .

The Working Group may investigate monitoring of implementation and conformance to Recommendations by both user agents and Web sites.

Success Criteria

- Production of stable Recommendation-track specifications.

- Demonstrated benefit of TPE for compliance with new EU regulations.
- OR: Two or more user agents that support the Adoption of deliverables by user agents and compliance by industry support the At least one large site that implement the server-side of TPE.

- **Out of Scope**

While guidelines that define the user experience or user interface may be useful (and within scope), the Working Group will not specify the exact presentation to the user.

The working group will not prescribe a specific approach / policy for web-sites to respect a user's preference. Due to lack of adoption, the draft "Tracking Compliance Specification" (currently in state "Candidate Recommendation") will continue to be available as one policy choice among many but will not be developed further.

The group will explore the extent to which compliance specifications have a common basis, to make it possible to explain to users what the preference does.

The Working Group will not design mechanisms for the expression of complex or general-purpose policy statements.

Deliverables

The group expects to publish the following documents consistent with the above scope. The titles of the documents are indicative only.

- **Tracking Preference Expression (Do Not Track)**, Recommendation.
  This specification defines the technical mechanisms for expressing a Do Not Track preference, for example as an HTTP header or a DOM property. It may include mechanisms for sites to signal whether and how they honor this preference.

  - o Draft state: Candidate Recommendation

- **Tracking Preference Expression Definitions and Compliance**, Recommendation. This specification defines the meaning of a Do Not Track preference and sets out practices for Web sites to comply with this preference.

- **Tracking Selection Lists**, Recommendation. This specification defines a format for interchangeable lists for blocking or allowing Web tracking elements and expected user agent interpretation of this format.

  The Tracking Preference Expression Recommendation should inform and be informed by the Definitions.

- **OPTION 1 (TCS downgraded to WG Note): Tracking Compliance Specification (TCS):** The existing TCS will be published as a Working Group Note. Required

minimal definitions that may be required for TPE to be self-contained may be migrated to TPE.

- o Draft state: Candidate Recommendation

- **OPTION 2 (Aim for TCS as recommendation):** The existing Tracking Compliance Specification will be continued to be evolved. If sufficient adoption can be observed during the life-time of this working group, we plan to progress the TCS to Recommendation state.

  - o Draft State: Candidate Recommendation

- The Working Group may also publish guides for implementation and compliance by user agents and Web sites.

Testing

The Working Group may publish test suites for technical specifications or reports evaluating compliance.

Milestones

Specification	FPWD	LC	CR	CR2	Rec
Tracking Preference Expression	September 2011	April 2014	August 2015	April 2017	August 2017

The Tracking Preference Expression and Definitions and Compliance Recommendations are necessarily linked and aligned; the Tracking Preference Expression (Do Not Track) specification should move to Proposed Recommendation status only with consensus on the associated Definitions and Compliance. Progress of the Tracking Selection List specification along the recommendation track is independent of the progress of the two Tracking Preference specifications.

The first face-to-face meeting will take place **21-22 September 2011** at MIT.

Dependencies and Liaisons

W3C Groups

Web Advertising Business Group (Anticipated)
Input from the advertising industry on common practices, priorities and business model issues will be essential.
Device APIs and Policy Working Group
Requirements and proposals for policy expression may provide useful insight.
Privacy Interest Group (Anticipated)

> Since the TPWG is explicitly addressing privacy, the group will work closely with the Privacy Interest Group.

[WAI Protocols and Formats Working Group](#)

> The group will work with WAI to address any accessibility issues that may arise from new tracking protection technology.

[Internationalization Activity](#)

> The group will work with the Internationalization Activity to address any internationalization issues that may arise from new tracking protection technology.

Furthermore, the Tracking Protection Working Group expects to follow these W3C Recommendations:

- [QA Framework: Specification Guidelines](#).

- [Character Model for the World Wide Web 1.0: Fundamentals](#)

- [Architecture of the World Wide Web, Volume I](#)

External Groups

[Internet Engineering Task Force](#) [Applications Area](#) and [Privacy Directorate](#)

> Review of HTTP header additions and privacy implications.

The task force working on defining tracking will actively seek collaboration with external groups including: government regulators in the US, EU and other jurisdictions, existing industry self-regulatory programs, consumer protection advocacy organizations and academics.

Public workshops may be used to invite participation and comments from a wider audience.

Participation

To be successful, the Tracking Protection Working Group is expected to have 10 or more active participants for its duration. Effective participation to Tracking Protection Working Group is expected to consume one work day per week for each participant; two days per week for editors.

The Working Group will actively seek out participants that reflect consumer privacy, advertising industry and regulatory perspectives. Chairs may choose to invite individuals to formally participate in the group, per the [Invited Expert policy](#).

Participants are reminded of the [Good Standing requirements](#) of the W3C Process.

Communication

This group primarily conducts its work on the public mailing list **public-tracking**. The group may use multiple public lists to separate conversation of technical and non-technical deliverables. A member-only list may be created for administrative purposes only.

Information about the group (deliverables, participants, face-to-face meetings, teleconferences, etc.) is available from the Tracking Protection Working Group home page.

Decision Policy

As explained in the Process Document (section 3.3), this group will seek to make decisions when there is consensus. When the Chair puts a question and observes dissent, after due consideration of different opinions, the Chair should record a decision (possibly after a formal vote) and any objections, and move on.

This charter is written in accordance with Section 3.4, Votes of the W3C Process Document and includes no voting procedures beyond what the Process Document requires.

Patent Policy

This Working Group operates under the W3C Patent Policy (5 February 2004 Version). To promote the widest adoption of Web standards, W3C seeks to issue Recommendations that can be implemented, according to this policy, on a Royalty-Free basis.

For more information about disclosure obligations for this group, please see the W3C Patent Policy Implementation.

About this Charter

This charter for the Tracking Protection Working Group has been created according to section 6.2 of the Process Document. In the event of a conflict between this document or the provisions of any charter and the W3C Process, the W3C Process shall take precedence.

On 1 August 2012, this charter has been extended until 31 January 2013. The schedule within the charter was updated at the same time.

On 12 February 2013, this charter was extended (Member-only link) until 30 April 2014. The schedule within the charter was updated at the same time.

Additionally, the charter was updated to reflect the change of co-chair from Aleecia M. McDonald to Peter Swire.

On 25 September 2013, the charter was updated to reflect the change of co-chair from Peter Swire to Justin Brookman and Carl Cargill. At the same time, Matthias Schunter's affiliation was updated.

On 16 April 2014, the charter was extended until 31 December 2015. The schedule within the charter was updated at the same time.

On 16 December, 2015, the charter was extended until 30 June 2016. The schedule within the charter was updated and Justin Brookman's departure as Chair was reflected at the same time.

In September 2016, the charter was extended until 31 December 2016, and team contact was updated.

Wendy Seltzer, W3C

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