



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

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Outline



1. W3C TPAG: 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 (privacy invasive), ...

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

Focus Areas:

- Notice: Enable users to understand what data is collected and how it is used.
- Consent/Choice: Allow users to opt-in and opt-out of web-tracking

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 TPAG: Objectives and Motivation?

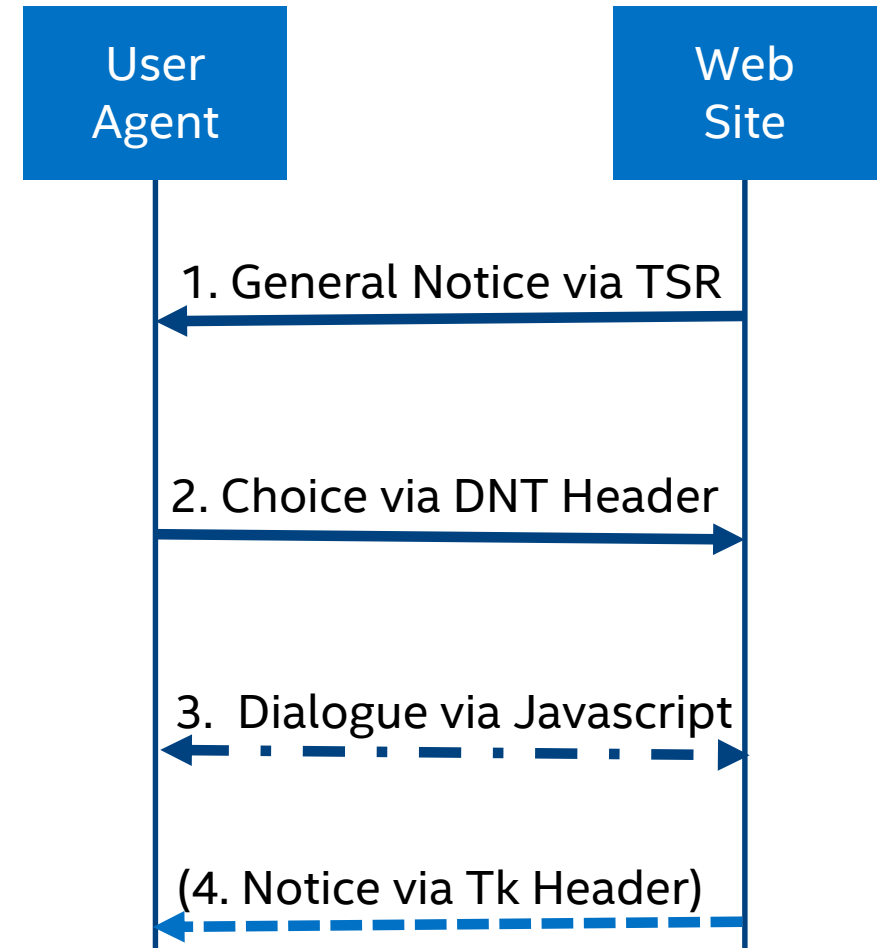


2. History and Achievements of the W3C TPWG

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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).



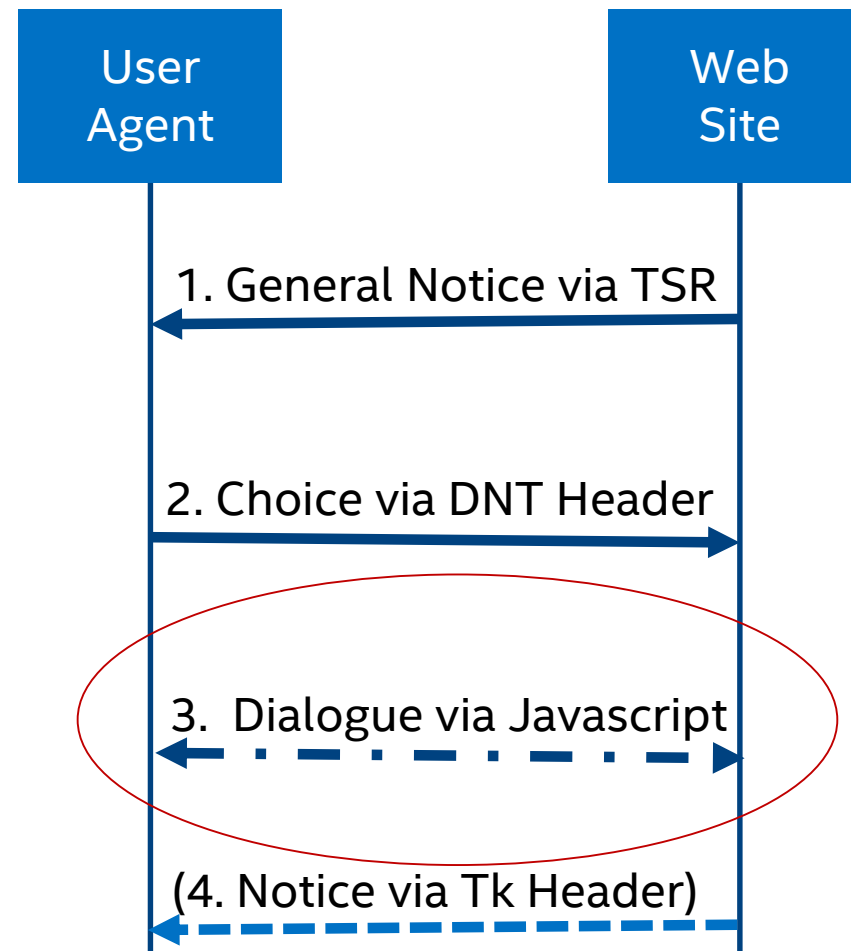
User-granted Exceptions to Manage Consent

Javascript API: Store consent and opt-in to tracking

- Site-Wide Exception: All resources on a site will receive DNT;0
- Web-wide Exception: A domain receives DNT;0 wherever it appears

Advantages over Cookies for Consent:

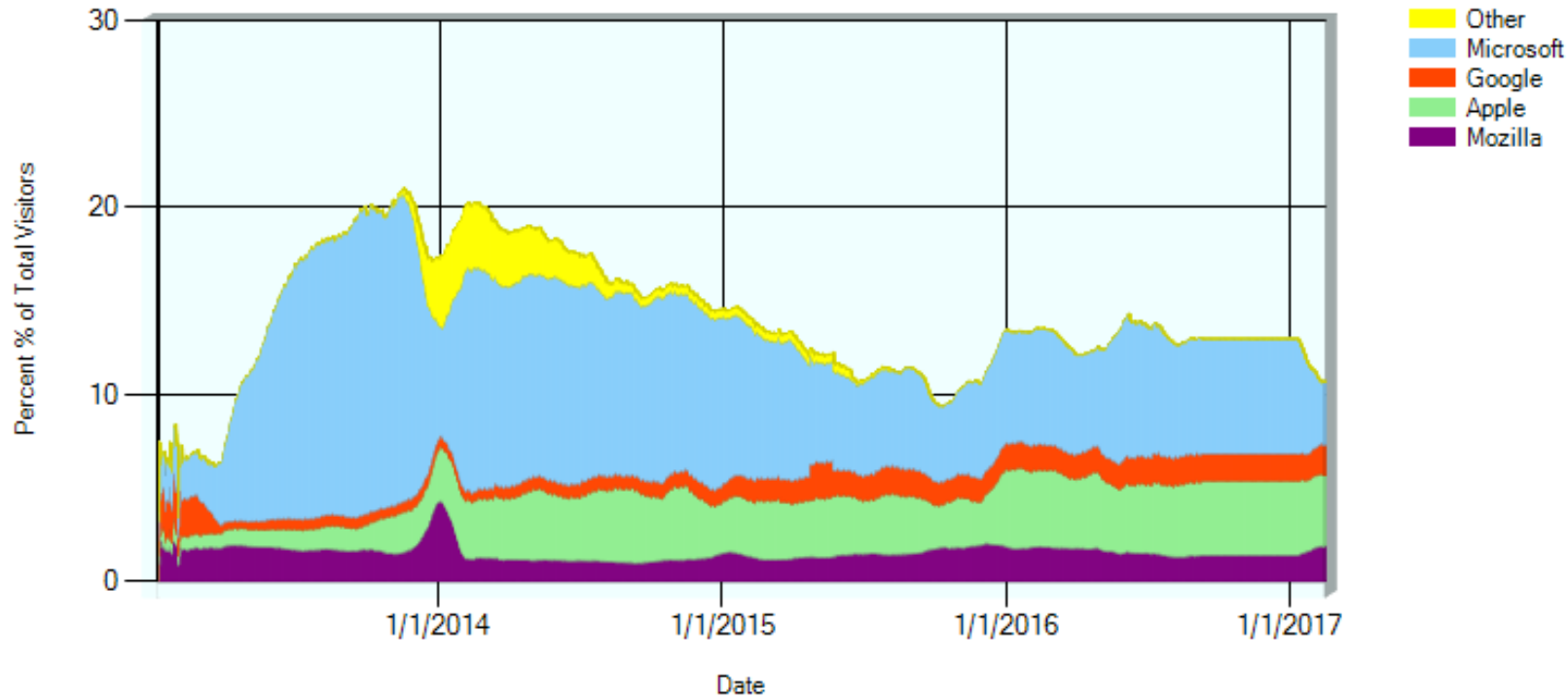
- Sub-resources obtain consent
- Transparency for users and persistence



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 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://maurijehaankleurig.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.pivx.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	"Aloodo 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-next-inpact-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 screenshot shows a browser window at www.dove.com/de/home.html. On the left, a blue banner titled "Cookies auf dieser Website" contains text about Unilever's cookie usage and a link to the "Cookie Richtlinie". On the right, a dark overlay titled "BAYCLOUD BOUNCER" is active. It prompts the user to "Click to give your consent for tracking on: www.dove.com". Below this, it shows tracking details for the first-party domain "dove.com", including a "Do-Not-Track Statement" table with fields for Tracking, Controller identity, Controller About page, Same party domains, and Privacy Policy. At the bottom, it lists 13 third-party domains with status indicators and a "Block all" button.

Domain	DNT?	Response
dove.com	Yes	Consent

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

Third-party domains	Status
use.typekit.com	Blocked
az417220.vo.msecnd.net	Consent
cookieq.com	Consent

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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