



P3P

Implementation Workshop Series: Pacific Northwest & Silicon Valley/Bay Area



The Internet Education Foundation, in conjunction with Hewlett Packard, Microsoft, PriceWaterhouseCoopers, and VeriSign, and with the assistance of BBBOnline, Intel and TRUSTe, cordially invite you to attend the P3P Implementation Workshops: Pacific Northwest and California in Redmond, Washington on November 14 or Palo Alto, California on November 16. The workshops will include a panel discussion on consumer privacy and a workshop on private sector adoption of P3P and how to implement P3P on your Web site.

For the Pacific Northwest Event:
November 14, 2001
from 1pm-4pm at Microsoft Conference Center,
Cascade Auditorium
16070 NE 36th Way, Building 33, Redmond, WA 98052
(coffee and snack provided)

or

For the Silicon Valley/Bay Area:
November 16, 2001
from 9am-12pm at Hewlett Packard,
Palo Alto Auditorium
3000 Hanover Street, Building 20, Palo Alto, CA 94304
(coffee and snack provided)

These three-hour workshops 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 a one-hour panel overview of the policy issues surrounding consumer privacy and P3P on the state and federal level and a two-hour panel on how to implement P3P.

Policy Panel: The policy panel will include state and federal officials, as well as representatives from the privacy advocacy and corporate worlds to discuss where consumer privacy issues stand, the possible landscape in 2002, and the importance wide-spread adoption of P3P as a tool for consumer privacy.

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, how to coordinate tech and privacy personnel in implementation, and technical details of implementing P3P.

Invited Panelists:

Members of the Congress
Elected officials from Washington State and California
State Assemblyman Joe Simitian, 21st District California
Ruth V. Nelson, PriceWaterhouseCoopers
Barbara Lawler, Hewlett Packard

James White, Intel
Greg Hampson, Microsoft
Laurel Jamtgaard, formerly with Angara E-commerce
Ari Schwartz, Center for Democracy and Technology

For more information and directions to the event, please visit 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.**



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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.

About the P3P Project

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.

The P3P Implementation Project was created by the Internet Education Foundation and World Wide Web Consortium with the generous support of Doubleclick, 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.