Privacy at W3C

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Thomas Roessler <tlr@w3.org> / @roessler
1990s Platform for Privacy Preferences Project

A New Standard in Online Privacy

http://www.w3.org/P3P/
site shows policy
browser vets it
user can override
purpose
recipient
retention
...
...
<observations>
stakeholders
service provider
browser vendor
user
technical policy
expression

legal/regulatory
enforcement
global consensus-building exercise to build policy vocabulary
<deployment>
IE6: Cookie blocking tied to P3P policy
In pure HTML pages, insert this code into the head section of your page:

```html
<meta http-equiv="P3P" content='CP="IDC DSP COR CURa ADMa OUR IND PHY ONL COM STA"'>
```

In PHP pages, insert this as the first thing on the page after the setting of the cookie:

```php
<?php header('P3P: CP="IDC DSP COR CURa ADMa OUR IND PHY ONL COM STA"'); ?>
```

For other server-side languages, see the link below titled "Header Creation".

Of course, don't just use the code above as-is. You need to go to the URL given below at the Privacy Council, and generate your own. Don't worry, it's straightforward and non-technical.

It's important to understand that only pages that place cookies need to have a CP. Form pages don't set cookies, so they don't need a policy. Remember that if you use a piece of JavaScript code to set a cookie for popup control, the page that calls the popup and does the cookie-setting will require a compact policy.
incentives to have some policy
Leon, Cranor, McDonald, McGuire 2010: Large number of wrong policies, but no enforcement.
<research>
“sticky policies”
travel with data;
policy-enabled data processing?
<lessons>
global consensus among policy-makers necessary, but not sufficient for success
policy expression in a distributed system has a complex incentive structure
different policies must make a difference in the user experience
http://maps.google.com/ wants to track your physical location

Learn more
This page contains elements from the following sites that are tracking your location:

maps.google.com

Clear these settings for future visits

Manage location settings...
geolocation API:
access control & transparency
... but retention, secondary use, or data minimization are left to Web application
IETF geopriv:
sticky policies travel
with location data
to be continued...

“On the Internet, nobody knows you’re a dog.”
user behavior monitored against user’s will...
inherent to the technology? usability failure in the client? regulatory failure?
privacy considerations for a generative platform
conceptual framework?

ecosystem interactions?