



Scope of Do Not Track

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Is Do Not Track Possible?

- Tracking has to happen at the TCP/IP level.
- Does calling it “tracking” set unrealistically high expectations?
- Catchy phrase, but is it misleading?
- Need a common understanding
 - Vocabulary is key (universal, consistent, worldwide)
 - Clear identification of the objective

Scope of Do Not Track Solution

- **Use of service providers by a 1st party as an agent should be out of scope of DNT – reasonably expected by consumers**
 - Focus on consumers' reasonable expectations
 - Narrowly tailored solution addressing activity outside reasonable expectations
 - Regulators/legislators agree – 1st party tracking for 1st party use is expected
 - Includes tracking for site optimization and 1st party marketing
 - Use of service providers as agents – reasonably expected



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