

Importance of User Intent

- Conveying user intent enables accountability
 - Ecosystem with a number of players
 - Retention and re-use involve service provider actions
- Established benefit of defining wire formats
 - Loosely coupled systems
 - Limit constraints on endpoint systems
 - Enable evolution, simplify testing
- Consider how “Do Not Track” HTTP header approach could convey user intent
 - “Do Not Track” is only one case.