



# ***Internet Privacy – Policy Must Precede Technology***

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# ***WHAT DOES TRACKING MEAN?***

## **Fundamentally, this is a policy problem**

- Informed by an analysis of technology, a constantly moving target

## **Multiple requirements**

- Privacy rights and expectations of internet users
  - Balanced by property/security requirements of website operators.
- Jurisdiction issues
- Security/Fraud controls are needed to protect privacy online

## **User Expectations Vary**

- Capturing intent/belief, especially implicit expectations, is hard

# ***PAST EFFORTS ONLY PARTIALLY SUCCESSFUL***

## **Cookies**

- Technology implemented before privacy policy
- It got a lot of things wrong

## **P3P**

- Makes arbitrary distinctions of security/privacy model based on domain names

## **“Private” browsing modes**

- No clear definition
  - Protection from other local users?
  - Protection from sites that want to track across sessions?
  - Protection from Government?

# ***WE CAN DO BETTER***

## **Solve the policy problem first**

- Build more universal security policies and easy to understand implementations

## **Don't negatively impact Mashups, Security, or Anti-Fraud**

- Security of users
- Security of sites