Category-based DNT

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Motivation

- Examples of current proposals
  - All/Nothing
  - Blacklist third parties (e.g. Ad servers)
  - White list websites
- Limitations
  - Not sufficiently fine grained
  - Hard to manage complexity
  - Hard to keep up with dynamic change

Proposal: Category-based DNT

- Users select categories of websites on which they can be tracked (based on Adnostic website content analysis algorithm)

- Users can have multiple profiles (each associated with at least one category)

- Alpha prototype uses cookies and DNT header respectively, to convey user's intentions

Categories	Profile P1	Profile P2	Do Not Track
Arts & Entertainment	●		
Autos & Vehicles	●		
Computers & Electronics		●	
Finance			●
Internet & Telecom		●	
Law & Government			●
People & Society	●		
Sports		●	
Travel	●		
Cookies ID			
DoublClick	123-DC-XY	456-DC-AB	DNT Header
Microsoft	789-MS	ABC-MS	DNT Header

Adnostic content analysis

Set DNT header YES/NO

Category: Beauty & Personal Care

Google AdSense category

{beauty, care, personal, spa, service}

hair, laser, massage, reduction, therapy

"Folksonomy"
delicious.com
Helps make meaning from words