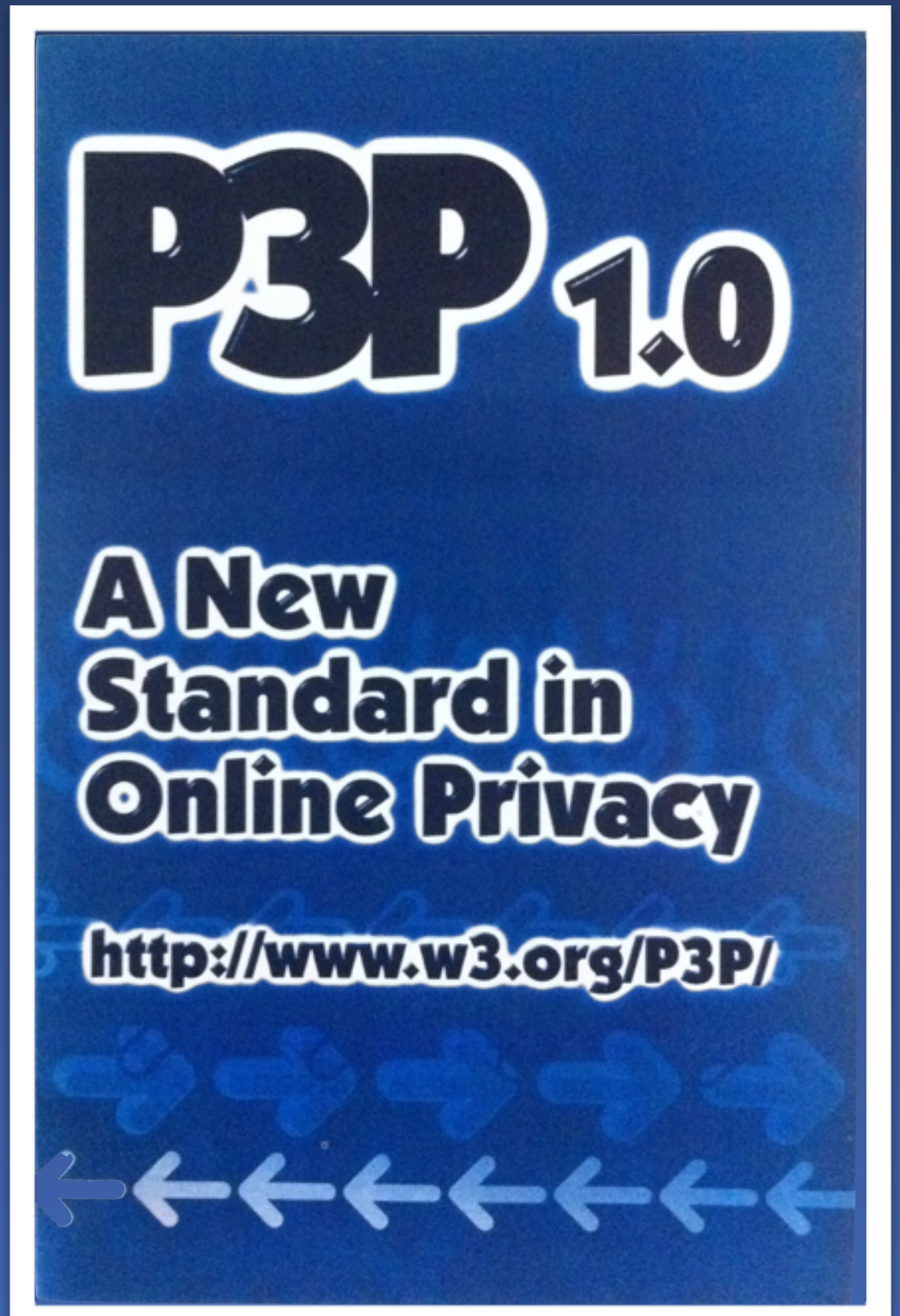
Privacy at W3C

IAB/W3C/ISOC Privacy Workshop
2010-12-07/08
Thomas Roessler <tlr@w3.org> / @roessler

1990s Platform for Privacy Preferences Project



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:

```
<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 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

GeoAndroid

Google Maps

http://maps.google.com/?ie=UTF8&hq=&hnear=Luxembourg&ll=49.815273,6.129583&spn=1.035003,1.71936&z=

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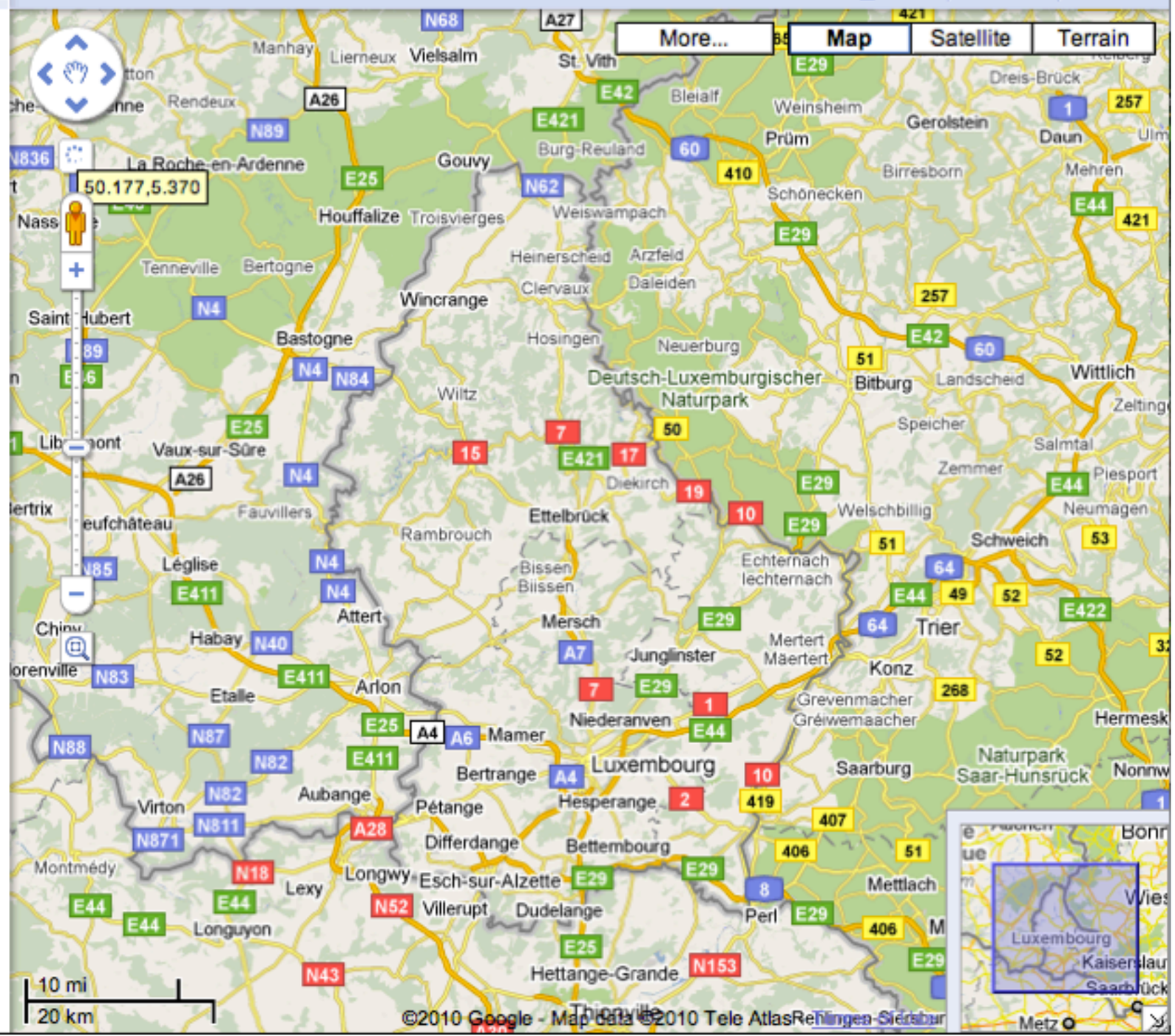

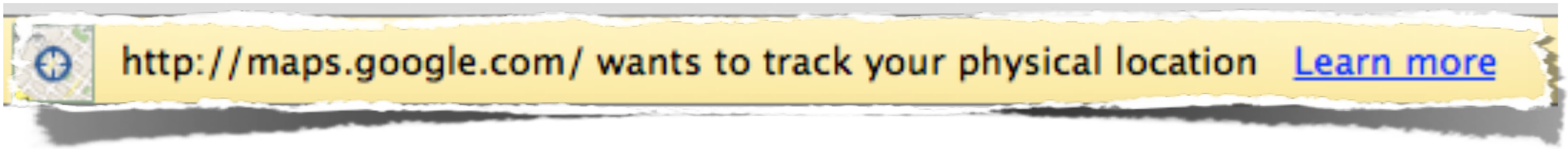
http://maps.google.com/ wants to track your physical location
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http://maps.google.com/?ie=UTF8&hq=&hnear=Luxembourg&ll=49.815273,6.129583&spn=1.035003,1.71936

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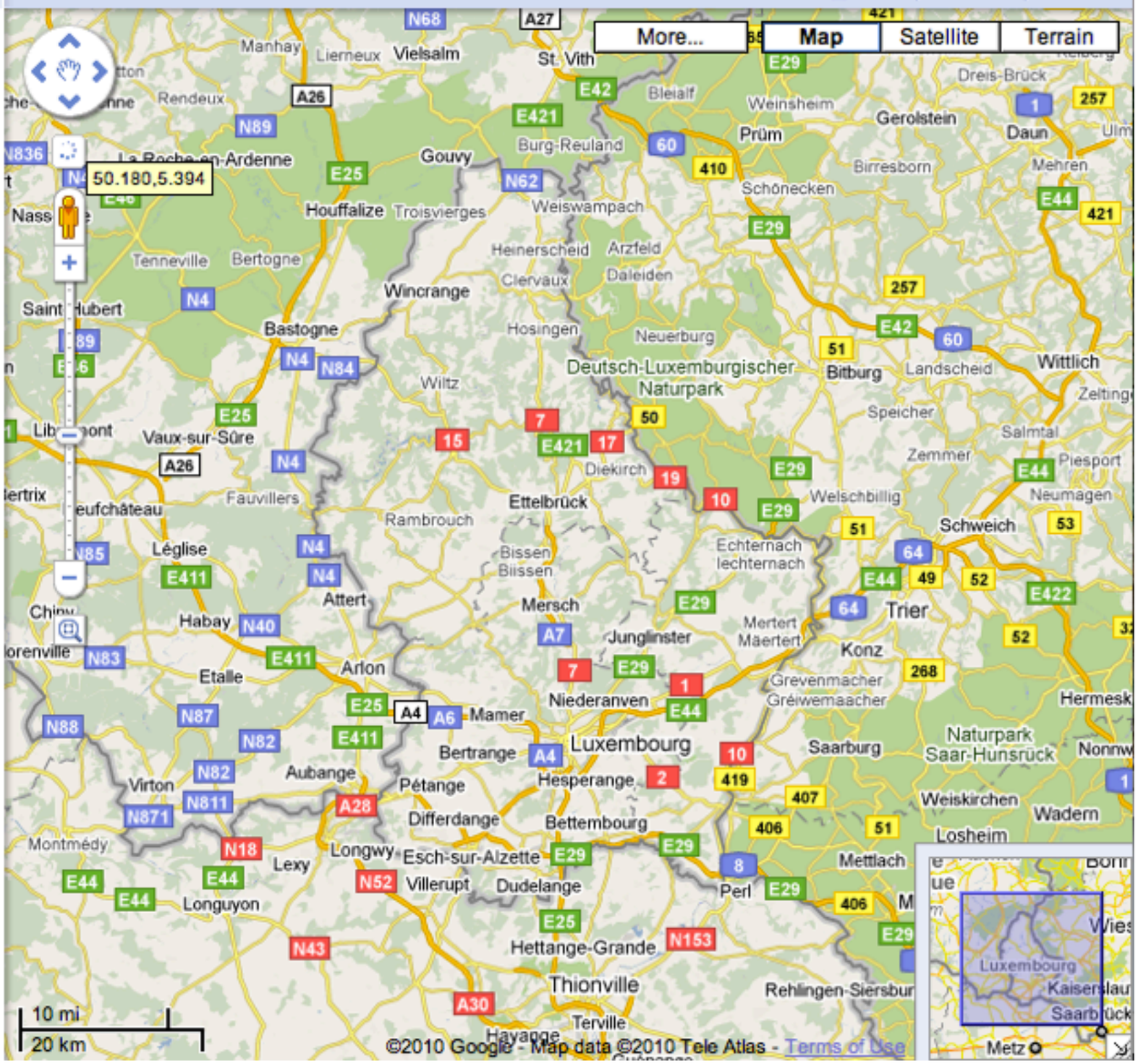

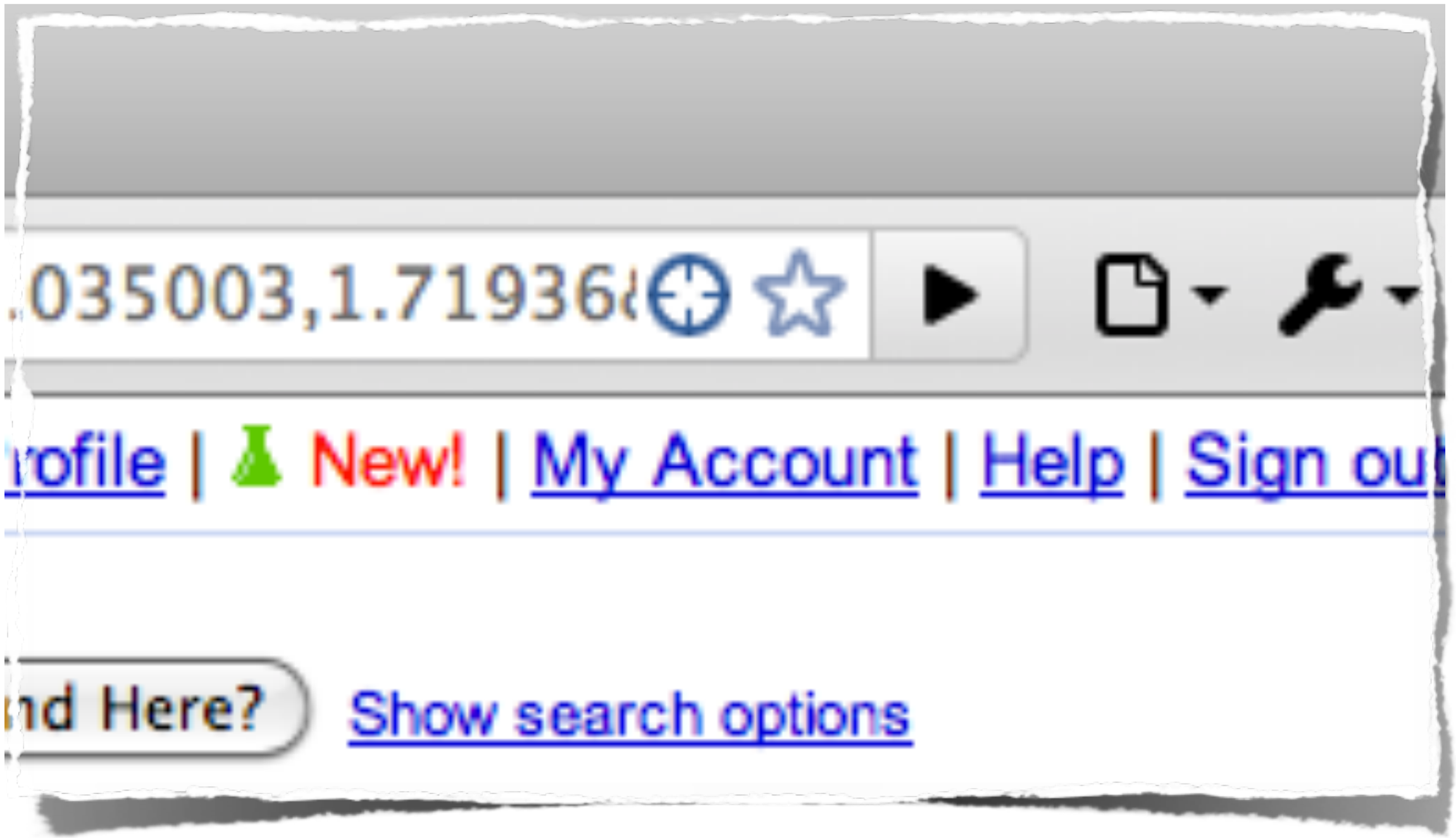
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Google Maps

http://maps.google.com/?ie=UTF8&hq=&hnear=Luxembourg&ll=51.753723,-1.260088&spn=0.007757,0.015042&z=16

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Satellite Terrain

Richmond Rd
Worcester Pl
Walton St
St John St
Beaumont Buildings
Pusey St
Pusey Ln
Pusey Pl
St Johns College
St Giles
Parks Rd
Ashmolean Museum
A4144
Worcester St
Hythe Bridge St
Magdalen St E
Broad St
Bodleian Library
Sheldonian Theatre
Balliol College
Victoria Ct
George St
Ship St
St Michael's St
Brasenose Ln
Radcliffe Camera
Market St
Turl St
Catte St
Holywell St
Park End St
Nuffield College
Shoe Ln
Cornmarket St
High St
The University Church Of St Mary The Virgin
Oriel St
Oriel College
Magpie Ln
New Rd
Queen St
Blue Boar St
St Aldate's
Hollybush Row
Woodbine Pl
St Thomas' St
Paradise St
Castle St
Westgate
Pembroke St
Beef Ln
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Christ
Oxford
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100 m
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Clear these settings for future visits

Manage location settings...

Done

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

"On the Internet, nobody knows you're a dog."

http://www.flickr.com/photos/mpmb/61250873/

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?

?

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