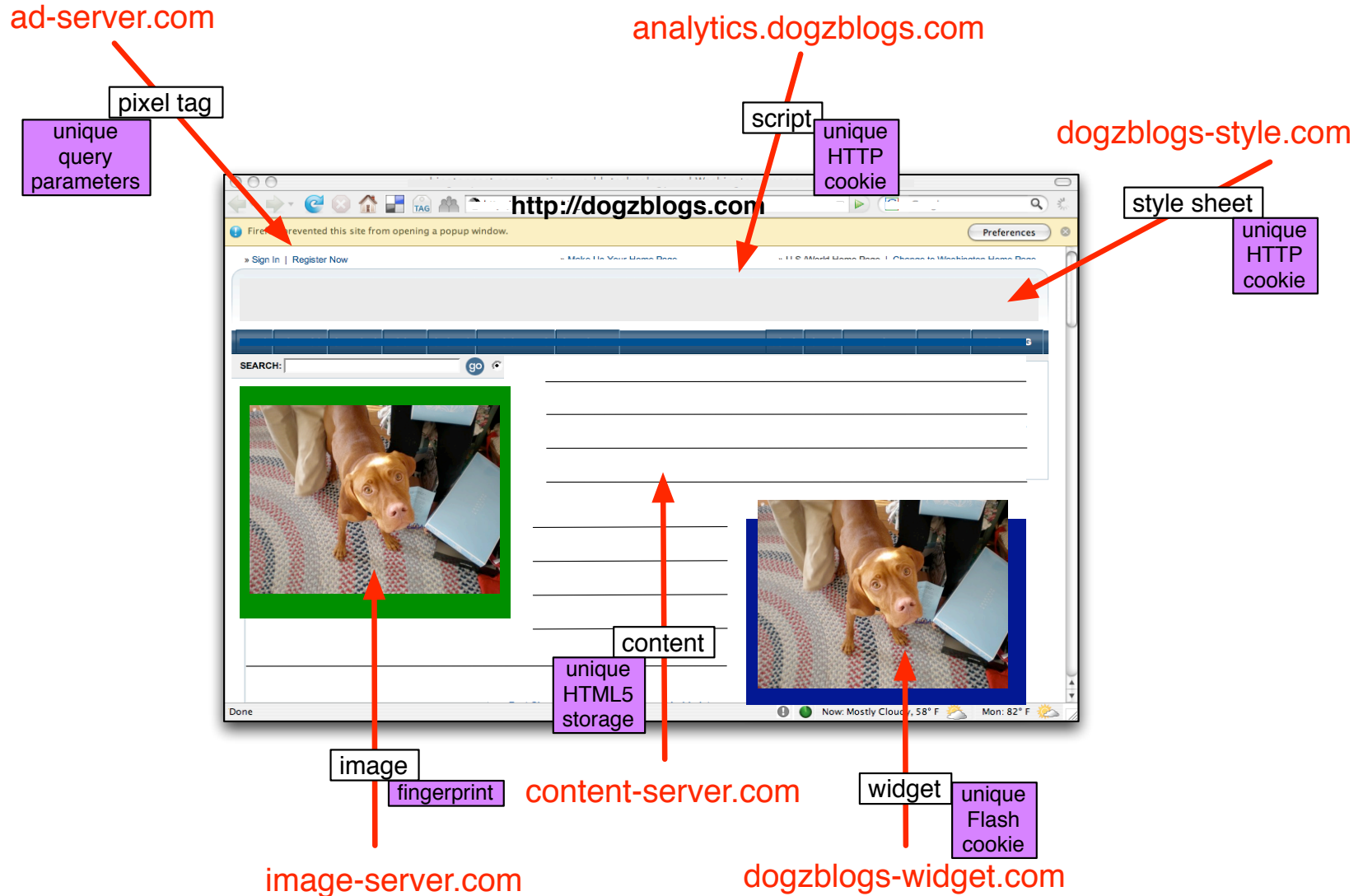


# **Do Not Track: A Universal Third-Party Web Tracking Opt Out**

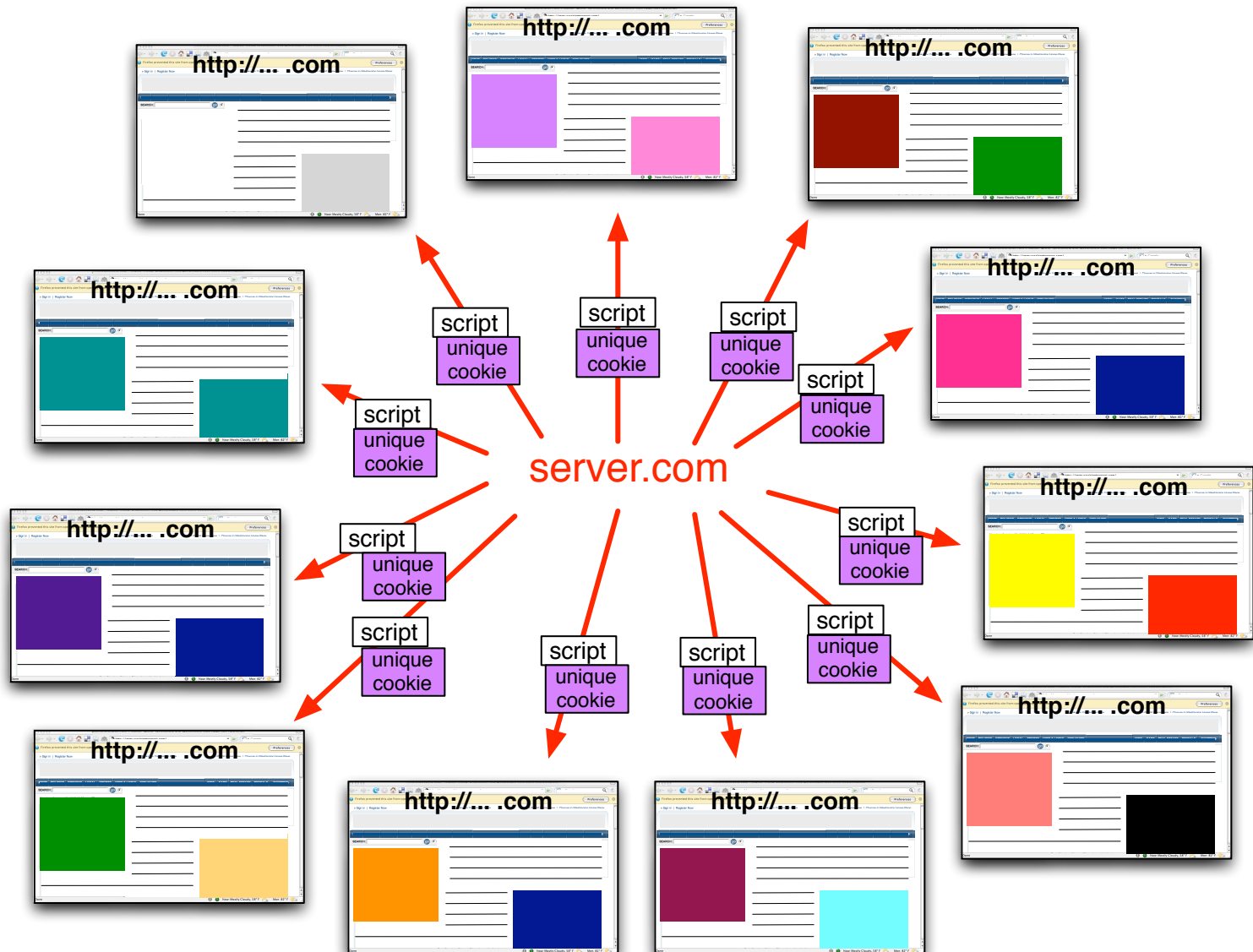
## **draft-mayer-do-not-track-00**

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# One site, many sources



# Tracking



# Do Not Track HTTP header

DNT = "DNT" ":" BIT

1 => opt out of tracking

0 => opt in to tracking

absent => no expressed preference

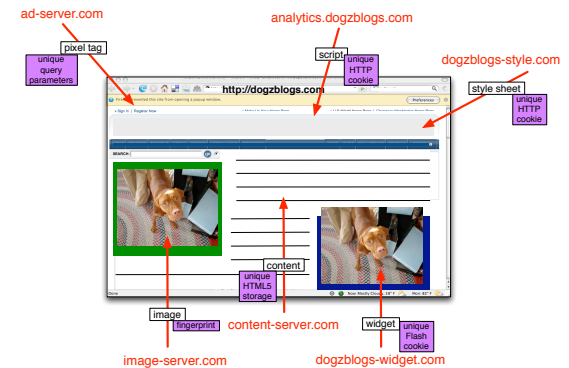
# User agent requirements

- MAY include a DNT header in any HTTP request
- SHOULD provide a user interface
- MAY adopt no-expressed-preference or opt-out by default
- MUST NOT transmit opt-in without user consent

# Server policy

Opt out: a server acting in a **third-party** capacity **MUST NOT track** a user or user agent unless subject to an **exception**.

# Third party



- A third party is a functional entity with which the user does not reasonably expect to share data.
  - E.g., ad networks, analytics providers, social plug-in providers
- To approximate:
  - Public suffix plus one domain name (PS+1), or
  - PS+1 authoritative name servers, or
  - PS+1 of CNAME records.

# Tracking

Tracking includes collection, retention, and use of all data related to the request and response.

# Exceptions

- Explicit user consent for tracking
- Third-party tracking exclusively on behalf of first party
- Data unlinkable to a user or UA
- Single site logs: 2 weeks
- Logs for ad fraud: 1 month
- Logs for security: 6 months
- Logs for financial fraud: 6 months

# Server requirements

- Opt-out: server **MUST NOT** perform third-party tracking
- Opt-in: server **MAY** perform third-party tracking
- No-expressed-preference: server **MAY** perform third-party tracking (without inferring pref)

# Server requirements

- Server SHOULD echo request header

```
GET /thirdpartycontent.html HTTP/1.1
Host: thirdparty.example.com
```

```
DNT: 1
```

```
HTTP/1.1 200 OK
```

```
Date: Mon, 7 March 2011 01:23:45 GMT
```

```
Server: Apache/2.2.17 (Unix)
```

```
Content-Length: 123
```

```
Connection: close
```

```
Content-Type: text/html; charset=UTF-8
```

```
DNT: 1
```