

What users expect DNT to mean

What is achievable and privacy-protective given real world constraints

Proposals by industry in W3C working group

PRIVACY

STATUS QUO

No collection beyond protocol (HTTP) information.
No logging.

No collection beyond protocol info.
Some short-term logging.

No collection beyond protocol info.
Some short-term logging.
DNT applies only to third-parties.

Some limited collection beyond protocol info.
No individual identifiers on users.
DNT applies only to third parties.
Some short-term logging.
Aggregated data may be used forever.

No change in collection (unique identifiers may be used).
No limits on data retention.
DNT applies only to third parties.
Broad transparency on data retention.
Operational controls and light data minimization for DNT users' data.

