

DAA DNT Hybrid

Yahoo! Privacy, Trust & Safety Group

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Session Topic:

Opt-outs, Granular Control and Multiple Mechanisms

How can we provide granular controls that allow users to partially opt-out or opt-out at only certain sites? How do we avoid multiple systems sending conflicting signals?



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Core Principles

- It's critical that **Publishers** be able to engage with consumers in a **quid pro quo** discussion (important voice in these discussions)
- It would be better for **Consumers** to have consistent privacy tools and functionality regardless of web browser (cumulative user education)
- **A unified, comprehensive solution** (current + emerging):
 - › Provides a solution for all consumers by bridging current opt-out programs with new browser-based tracking features
 - › CLEAR Ad Notice is strong on transparency (per ad visibility – all 3rd parties exposed)
 - › DNT is strong on persistence
 - › What is lacking? Offering users granular controls for trusted brands
- **Definition of Do Not Track** better left to policy-centric forums (CDT, for example)
- For sake of discussion:
 - › Industry should maintain current, consistent definitions of OBA Opt-Out (DNT = Opt-Out)
 - › Allows for consumer education efforts to be combined (additive vs. fractured)



DNT Exceptions

- Provide consumers mechanism for transparency and granular control
 - › KISS: DNT “off” by default but when enabled is on for all – allow users to grant exceptions
 - › Proactive exception requests from Publishers (quid pro quo)
- Allow Exceptions to DNT Header:
 - › Simple Domain Entries (domain.com)
 - Single entries or lists
 - Subscription a nice to have (as 3rd party relationship with Publisher may alter over time)
 - › Able to send signals to 1st parties if 3rd parties on its property are blocked
- Consumers can set choice through either the web browser UI (DNT) or Opt-Out pages available via CLEAR Ad
 - › Honoring exception signals could be prioritized via a consistent rules-based system

