Privacy Icons

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The Platform for Privacy Preferences 1.1 (P3P1.1) Specification

W3C Working Group Note 13 November 2006

This Version:
http://www.w3.org/TR/2006/NOTE-P3P11-20061113/
Latest Version:
http://www.w3.org/TR/P3P11/
Previous Version:
http://www.w3.org/TR/2006/WD-P3P11-20060210/

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Privacy
Finder

The Acme Policy

types of information	how we use your information: provide service & maintain site	research & development	marketing	telemarketing	profiling	who we share your information with: other companies	public forums
contact information	!	!	OUT	OUT		IN	
cookies	!	!	OUT	OUT		IN	
demographic information							
financial information							
health information							
preferences	!	!	OUT	OUT		IN	!
purchasing information	!	!	OUT	OUT		IN	
social security number & govt ID	!						
your activity on this site	!	!	OUT	OUT		IN	!
your location							

understanding this privacy policy

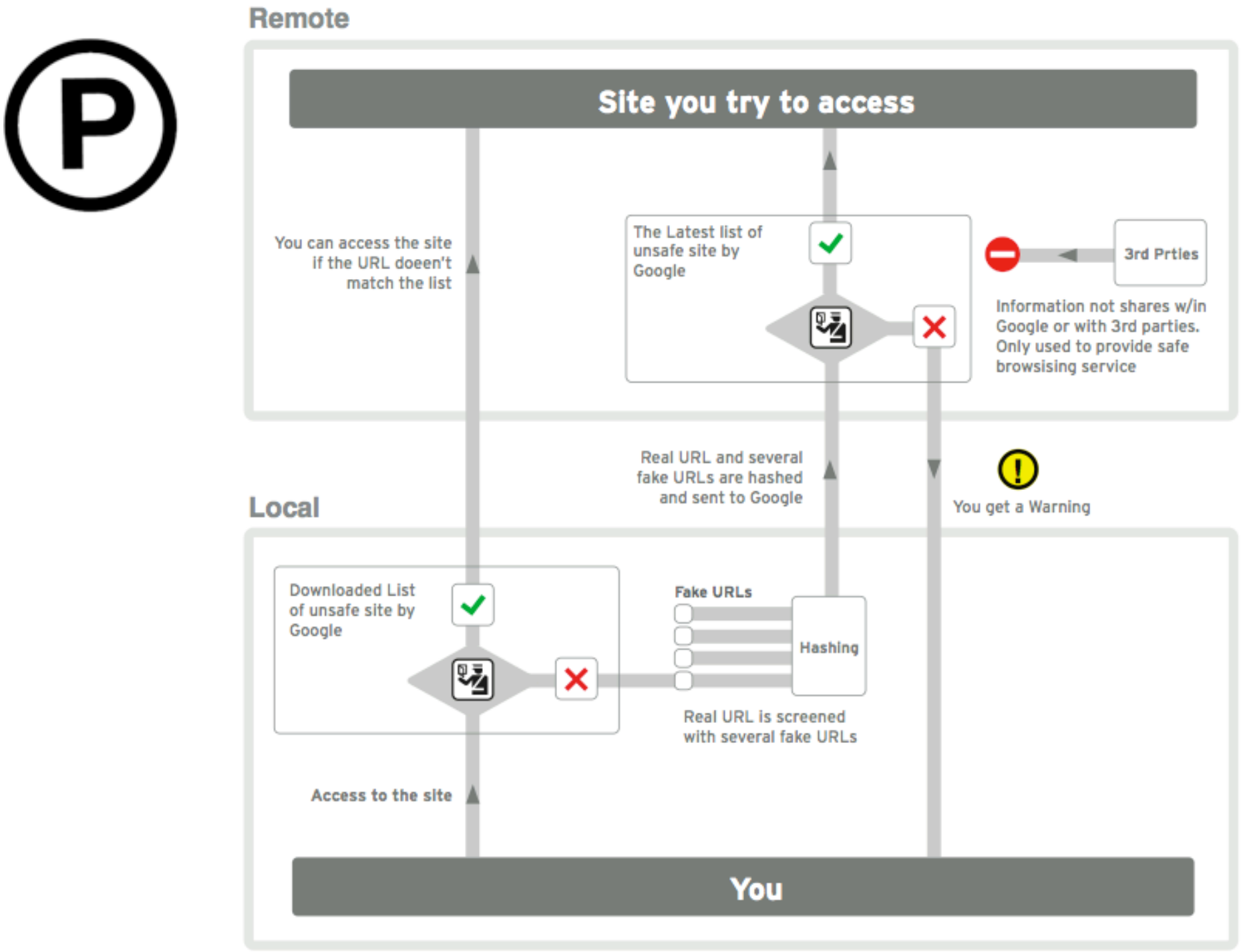
! — we will use your information in this way

— we will not collect or we will not use your information in this way

OUT — we will use your information in this way unless you opt-out

IN — we will not use your information in this way unless you opt-in

contact us call 1 888-888-8888
www.acme.com


Remote
Site you try to access
You can access the site if the URL doeen't match the list
The Latest list of unsafe site by Google
3rd Prties
Information not shares w/in Google or with 3rd parties. Only used to provide safe browsising service
Real URL and several fake URLs are hashed and sent to Google
You get a Warning
Local
Downloaded List of unsafe site by Google
Fake URLs
Hashing
Real URL is screened with several fake URLs
Access to the site
You

Protection Against Suspected Forgery and Attack Sites Features. The Firefox forgery and attack protection feature displays a warning if the website you are visiting is suspected of impersonating a legitimate website (commonly referred to as a phishing or forgery website) or a site that infiltrates or damages a computer system without your informed consent, including, without limitation, any computer viruses, worms, trojan horses, spyware, computer contaminant and/or other malicious and unwanted software (commonly called an attack site or malware). By default, Firefox checks the web pages that you visit against a blacklist that is downloaded to your hard drive at regularly scheduled intervals (e.g., approximately twice per hour), the rate of frequency may change from time to time. The blacklist does not include the full URL of each suspicious site. Instead, each URL is hashed (obscured so it can't be read) and then broken into portions. Only a portion of each hashed URL is included on the blacklist on your hard drive. If there is a match, Firefox will check with its third party provider to ensure that the website is still on the blacklist. The information sent between Firefox and its third party provider(s) are hashed URLs. In fact, multiple hashed URLs are sent with the real hash so that the third party provider(s) will not know what site you are visiting. If there is a match, Firefox displays either a "Reported Web Forgery" or "Reported Attack Site" alert, as applicable.

You may completely turn off the forgery and/or attack site protection features in Firefox's preferences. If you do this, none of the information discussed here will be downloaded to your hard drive or sent to any third party service provider. An article in our Firefox Knowledge Base gives you information about changing your preferences.

Each time Firefox checks in with a third party provider to download a new blacklist, Non-Personal Information and Potentially Personal Information, such as the information that the browser sends every time you visit a website as well as the version number of the blacklist on your system, is sent to a third party provider. In order to safeguard your privacy, Firefox will not transmit the complete URL of web pages that you visit to anyone. While it is possible that a third party service provider may determine the actual URL from the hashed URL sent, Mozilla's third party service providers have entered into a written agreement with Mozilla not to use any data or other information about or from users of Firefox for purposes other than to provide and maintain their service. In addition, in no event will these third party service providers correlate any Firefox user data with any other data collected through other products, services or web properties of that provider. These third party service providers may inform you about additional notices regarding their applicable privacy policies. (For example, see Google Safe Browsing Service in Mozilla Firefox Version 3.)

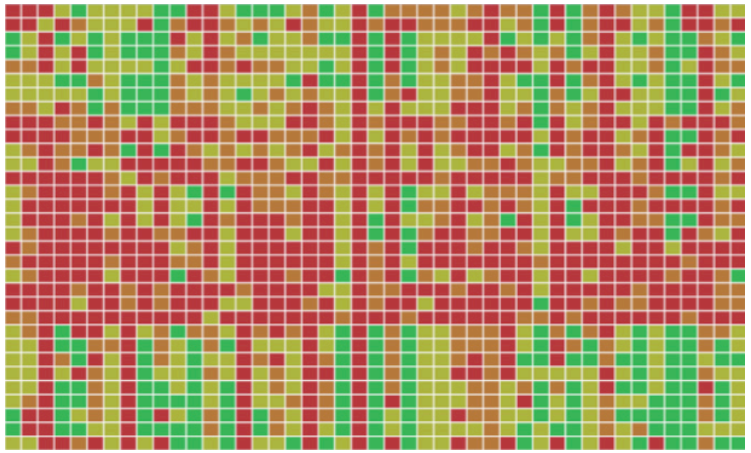
Product.

People **do not** know want they **want**.

We are the **experts**.

℗

87%



Every time we ask the user a question they **don't understand** or **don't care** about, we have **failed**.

Respect the user?

With all of the work that's been done before us, I wanted to touch on some of the way our thinking and position breaks from the mold.

Bolt On Approach

Privacy policies and Terms of Services are complex documents that encapsulate a lot of situation-specific detail. The Creative Commons approach is to reduce the complexity of sharing to a small number of licenses from which you choose. That simply doesn't work here: there are too many edge-cases and specifics that each company has to put into their privacy policy. There can be no catch-all boiler-plate. We seem to have lost before we begun. There's another approach.

Here's where we stand: Companies need to write their own privacy policies/terms of service, replete with company-specific detail. Why? Because a small number of licenses can't capture the required complexity. The problem is that for everyday people, reading and understanding those necessarily custom privacy policies is time consuming and nigh impossible.

Here's the solution: Create a set of easily-understood Privacy Icons that "bolt on to" a privacy policy. When you add a Privacy Icon to your privacy policy it says the equivalent of "No matter what the rest of this privacy policy says, the following is true and preempts anything else in this document...". The Privacy Icon makes an iron-clad guarantee about some portion of how a company treats your data. For example, if a privacy policy includes the icon for "None of your data is sold or shared with 3rd parties", then no matter what the privacy policy says in the small print, it gets preempted by the icon and the company is legally bound to never sharing or selling your data. Of course, the set of icons still needs to be decided (we'll be having a workshop on the 27th of January to help figure it out).

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FOCUS

Here's where [illegible] companies need to [illegible] their own privacy policies/terms of [illegible] replete with company-specific details. But a [illegible] of [illegible] can [illegible] complexity. The problem is that for everyday people reading and understanding these necessarily custom privacy policies is time consuming and nigh impossible.

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1

What attributes of privacy **should** people care about?

Do not penalize business as usual.

Creative Commons?

WASHING SYMBOLS

Washable up to 40°C.

Washable up to 40°C in very mild wash conditions.

Hand wash only.

Do not wash.

Do not use bleach

DRY CLEANING

You can dry clean your garment.-normal process

Professional dry clean only - mild process.

Do not dry clean.

DRYING

Tumble dry at low heat setting.

Do not tumble dry

IRONING

Hot iron.

Warm iron.

Cool iron.

Do not iron.

Irreducible Complexity

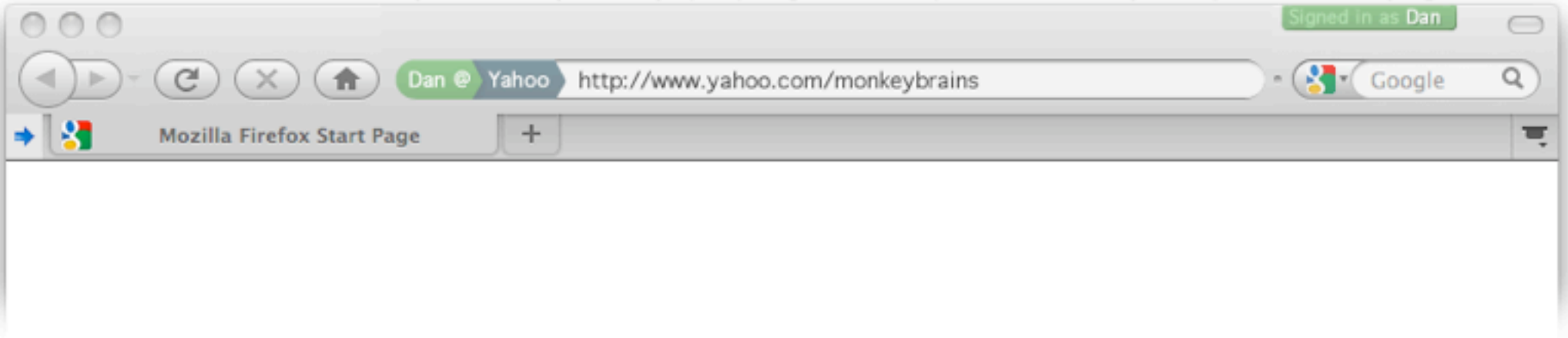
Binding Icons

Read+Write

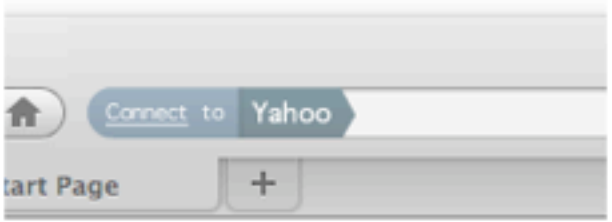
Product.

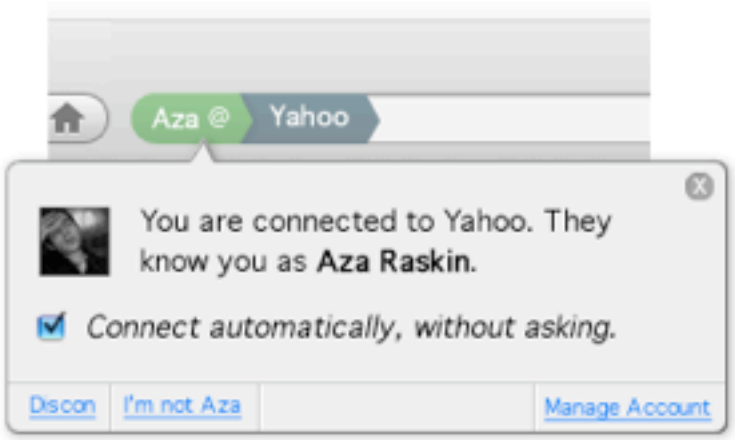
Bad actors won’t play?

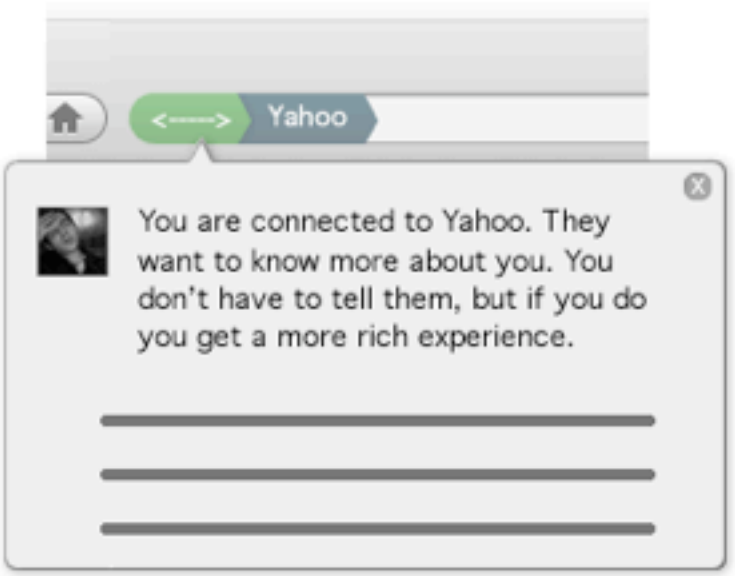
Via Weave, you can login to the entire browser.
This is your macro identity, which lets you pick up and go to another computer and still have all of your micro/per-site identities ready to go.



Logging in with an existing account







Chicken & Egg?

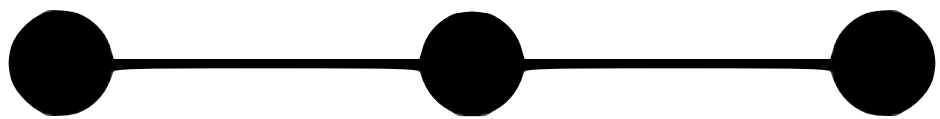
Machine Readable

Normative.

7 Things That **Matter** Most

Taxonomy

Attribute



Is you data used for secondary use? And is it shared with 3rd parties?

Is your data bartered?

Under what terms is your data shared with the government and with law enforcement?

THIS SITE HAS A SECURITY RATING OF 2.5. DO NOT GIVE FINANCIAL INFORMATION.

Does the company take reasonable measures to protect your data in all phases of collection and storage.

YOU CANNOT DELETE YOUR DATA, BUT YOU CAN EXPORT IT

Does the service give you control of your data?

SITE BUILDS A PROFILE OF YOU FROM A VARIETY OF SOURCES

Does the service use your data to build and save a profile for non-primary use?

SITE CONTAINS 3RD PARTY ADS

SITE CONTAINS 3RD PARTY ADS, WHICH TRACK YOU ACROSS MANY WEBSITES

Are ad networks being used and under what terms?

YOUR DATA IS USED FOR PURPOSES YOU DO NOT INTEND

YOUR DATA IS BARTERED OR SOLD

YOUR DATA IS GIVEN UP WITHOUT A SUBPOENA

YOU CANNOT DELETE YOUR DATA, BUT YOU CAN EXPORT IT

SITE CONTAINS 3RD PARTY ADS

SITE CONTAINS 3RD PARTY ADS, WHICH TRACK YOU ACROSS MANY WEBSITES

THIS SITE HAS A SECURITY RATING OF 2.5. DO NOT GIVE FINANCIAL INFORMATION.

SITE BUILDS A PROFILE OF YOU FROM A VARIETY OF SOURCES

THE STRAWMAN

http://azarask.in

@azaaza

Is a Creative Commons for Privacy Possible

The 7 Things That Matter Most In Privacy