

# Digital Transactions: Part Two: Assignment 13

## Privacy Policies

- What information is collected?
- Who will have access to the information?
  - “The typical style of these policies is to write with a reassuring tone suggesting that all of the uses are quite narrow and limited, while using language that directly permits broad dissemination of the relevant information.”
- How is the policy revised?
  - Book examples of Amazon.com treatment of information in a business transfer

## Privacy Seal Programs and Privacy Enhancing Technology

- Seal programs
  - BBBonline
  - WebTrust
  - TrustE
  - ...
- Impact of default settings in browsers and software generally
- P3P platform and similar efforts

PLATFORM FOR PRIVACY PREFERENCES (P3P) PROJECT  
Enabling smarter Privacy Tools for the Web

PLING - W3C POLICY LANGUAGES INTEREST GROUP

3 October 2007: The Policy Languages Interest Group (PLING) was created. Chaired by Marco Costabile-Mont (HP Labs) and Janette Iannella (NICTA), the group is chartered to discuss interoperability, requirements and related needs for integrating and computing the results when different policy languages used together, for example, DAMIS MACHL (eXtensible Access Control Markup Language), IETF Common Policy, and P3P (W3C Platform for Privacy Preferences). Participation is open to W3C Members and the public.

STATUS: P3P WORK SUSPENDED

After a successful Last Call, the P3P Working Group decided to publish the P3P 1.1 Specification as a Working Group Note to give P3P 1.1 a provisionally final state.

The P3P Specification Working Group took this step as there was insufficient support from current browser implementers for the implementation of P3P 1.1. The P3P 1.1 Working Group Note contains all changes from the P3P 1.1 Last Call. The Group thinks that P3P 1.1 is now ready for implementation. It is not excluded that W3C will push P3P 1.1 until Recommendation if there is sufficient support for implementation.

On the other hand, P3P keeps being the basis of a number of research directions in the area of privacy world wide. One might cite the PRIME Project as well as the Policy aware Web. Many other approaches also follow the descriptive metadata approach started by P3P. Such projects are invited to send email to <cppl@w3.org> to be listed here.

WHAT IS P3P?

The Platform for Privacy Preferences Project (P3P) enables Websites to express their privacy practices in a standard format that can be retrieved automatically and interpreted easily by user agents. P3P user agents will allow users to be informed of site practices (in both machine- and human-readable formats) and to automate decision-making based on these practices when appropriate. Thus users need not read the privacy policies at every site they visit. Have a look at the [list of P3P software](#).

WHY IS P3P USEFUL?

P3P uses machine readable descriptions to describe the collection and use of data. Sites implementing such policies make their practices explicit and thus open them to public scrutiny. Browsers can help the user to understand those privacy practices with smart interfaces. Most importantly, Browsers can this way develop a predictable behavior when blocking content like cookies thus giving a real incentive to eCommerce sites to behave in a privacy friendly way. This avoids the current scattering of cookie-blocking behaviors based on individual heuristics inspired by the implementer of the blocking tool which will make the creation of stateful services on the web a pain because the state-retrieval will be unpredictable.

DOCUMENTS

**P3P 1.1:**

- Final P3P 1.1 Working Group Note

**P3P 1.0:**

- P3P 1.0 Recommendation [Japanese] [French]

**Implementing P3P**

- P3P Implementation Guide
- 5 easy steps to implement P3P
- Privacy Finder, a search engine that ranks according to privacy preferences.
- P3PToolbox.org, with lots of complementary information
- P3P Validator to test the results
- The www-p3p-policy mailing-list to discuss issues
- P3P Software and Tools that may help

**Other P3P Documents and Notes**

- Working Draft: A P3P Preference Exchange Language 1.0 (APP3L 1.0)
- A P3P Assurance Signature Profile
- An RDF Schema for P3P 1.0

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## Assignment Thirteen Problems

- 13.1 to 13.4