



The principles underlying much of our work on privacy are laid out in a December 2010 draft staff report on privacy which, in part, proposed that companies follow three principles when handling personal data. First, they should incorporate privacy protections into products as they are developed – that is, privacy by design. Second, they should offer consumers more choice about how their data is collected and used. And third, they should provide better transparency – that is, information to consumers about how all

While these developments are encouraging, we still need to ensure that all companies that track users – not just advertisers – are at the table. To that end, the World Wide Web Consortium (~~W~~W4S) is being