Privacy.txt: a self-disclosing standard for transparency on the web

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Got it.

Reading all the privacy policies of the top 20 most visited American websites would take over nine hours. Likewise, reading the privacy policies of the 96 websites a person typically visits in a month would take longer than a full workweek — 46.6 hours. If you spent this time working for a local minimum wage, you would earn approximately $338.14.
## ePrivacy Directive and GDPR

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>All but necessary data collection requires consent</td>
<td>Freely-given</td>
</tr>
<tr>
<td></td>
<td>Unambiguous</td>
</tr>
<tr>
<td></td>
<td>Specific</td>
</tr>
<tr>
<td></td>
<td>Informed</td>
</tr>
<tr>
<td></td>
<td>Purpose Limited</td>
</tr>
</tbody>
</table>
Proposed solution: privacy.txt

```
# tudelft.nl/privacy.txt
#
# Entity
Entity: TU Delft
Entity-country: NL
# Privacy policy
Privacy-policy-EN: https://www.tudelft.nl/en/privacy-statement
Privacy-policy-NL: https://www.tudelft.nl/privacy-statement
# Contact
Contact: mailto:privacy-tud@tudelft.nl
Action-delete-personal-data: mailto:fg@tudelft.nl
# Banner
Banner: 1
Consent-platform: non-specific-custom
# Cookies
Cookie: __cookieNotice_consent, .tudelft.nl, 15897600, 0, 0, 0, 0
Cookie: aff_4b3147fd6, www.tudelft.nl, 0, 0, 0, 1, 1
Cookie: fontsLoaded, www.tudelft.nl, 0, 0, 0, 0, 0
```

- Server Side
- Self disclosed
- Machine readable
- Single reference point
Proposed solution: privacy.txt

Entity information:
- Name
- Country code
Proposed solution: privacy.txt

```plaintext
# tudelft.nl/privacy.txt
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Entity-country: NL

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Cookie: fontsLoaded, www.tudelft.nl, 0, 0, 0, 0, 0
```

Privacy policy information:

- [OPTIONAL] privacy policy text
- Privacy policy URL
- + language support
Proposed solution: privacy.txt

Contact information

- General privacy contact email
- [OPTIONAL] Actions:
  - Account and data deletion
  - Personal data deletion
  - Opt out of third-party sharing
  - List of third parties
  - Opt out of marketing
Proposed solution: privacy.txt

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Cookie: aff_4b3147f6df, www.tudelft.nl, 0, 0, 0, 1, 1
Cookie: fontsLoaded, www.tudelft.nl, 0, 0, 0, 0, 0
```

Banner information

- [OPTIONAL] banner present
- [OPTIONAL] consent platform
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```

Cookie information

- For each cookie:
  - Name
  - Domain
  - Duration
  - First / third party
  - Optional
  - HTTP-only
  - Secure
Advantages of privacy.txt

- Machine Readable
- Easy to adopt
- No change on user side
- Does not interfere with browser functionality
- Complete in most important parts of GDPR compliance
- Potential for high accountability
- Transparency as priority
Supporting Tools

Data collector tool 1

- Creation of privacy.txt files
- Verification of privacy.txt files
- Auditing

Cookie compare tool 2
Real world impact

01. Empower users
   - By providing privacy transparency

02. Help websites comply
   - By ease of verification of privacy features

03. Facilitate auditing
   - With large-scale auditing tools
To sum up

01. GDPR compliance on the web is low
02. Privacy.txt as transparency solutions
03. Auditing and Generation Tools

We are looking for collaborators and reviewers feedback on the document or a path forward
References