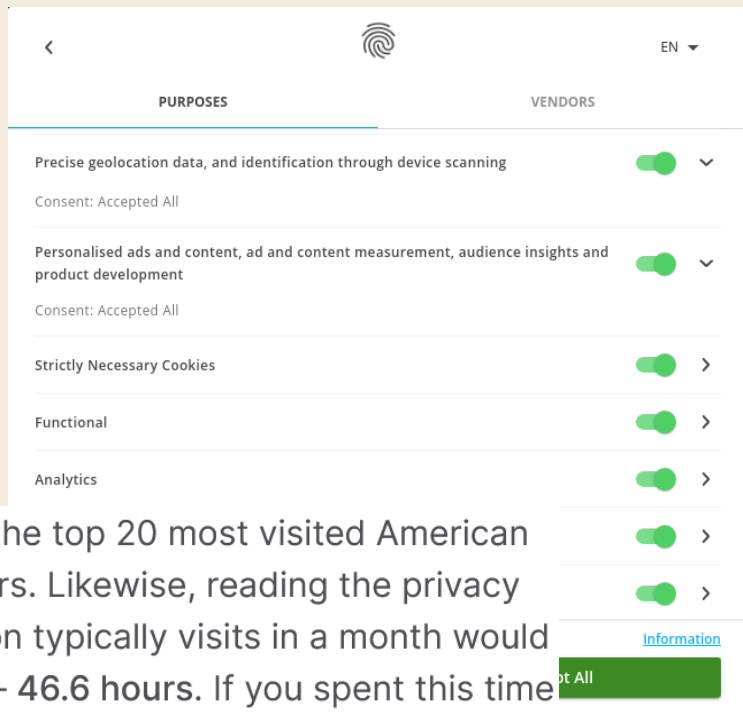
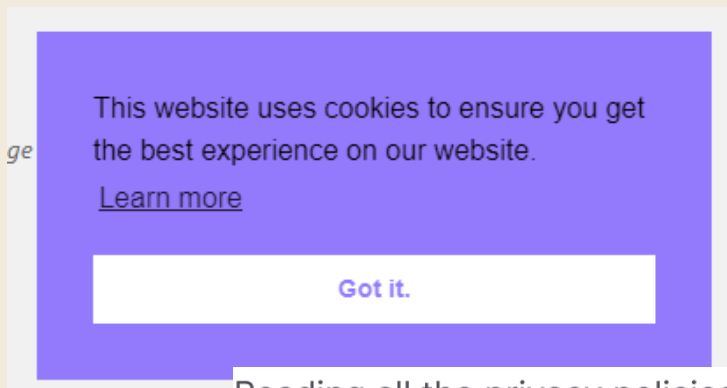


Privacy.txt: a self-disclosing standard for transparency on the web

HotRFC IETF 120

Privacy on the web



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



ePrivacy Directive consent (2002)

- All but necessary data collection requires consent

GDPR consent (2018)

- Freely-given
- Unambiguous
- Specific
- Informed
- Purpose Limited

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_4b3147fdf, 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

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Cookie: aff_4b3147fdf, www.tudelft.nl, 0, 0, 0, 1, 1
Cookie: fontsLoaded, www.tudelft.nl, 0, 0, 0, 0, 0
```

Entity information:

- Name
- Country code

Proposed solution: privacy.txt

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# Privacy policy
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Cookie: aff_4b3147fdf, www.tudelft.nl, 0, 0, 0, 1, 1
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

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

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

Banner information

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

Proposed solution: privacy.txt

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

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

Cookie compare
tool 2

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



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

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