# Improving Internet Privacy with Global Privacy Control (GPC)



🔞 GLOBAL PRIVACY CONTROL

### **Challenge:**

How can web users efficiently opt out from web tracking?



#### 1. Turn On GPC

Enable Global Privacy Control to communicate your privacy preference.



#### **Scientific Impact:**

Weaving privacy rights into web technologies and standards

#### **Solution:**

Send GPC signals that conform to privacy laws and are enforced by regulators





#### 2. Send the Signal

Your browser will send the GPC signal to websites you visit.



#### 3. Exercise Your **Rights**

Participating websites can respect your privacy rights accordingly.



## **Broader Impact and Participation:**

Enabling web users to effectively and efficiently exercise their privacy rights and train tomorrow's socially-cognizant tech leaders