

Websites' Global Privacy Control Compliance at Scale and over Time

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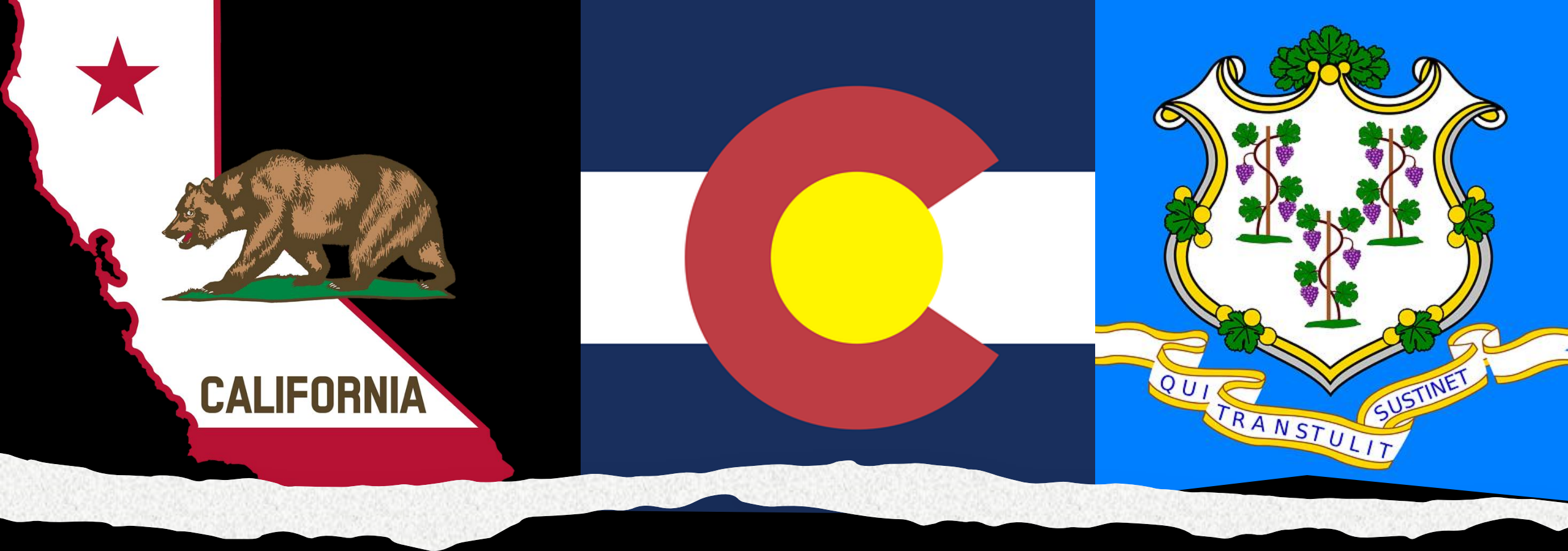
What Is the
Problem?



The Data for Content Trade



Adapted from <https://www.healthpopuli.com/2020/02/21/will-trade-data-for-cheaper-health-care-uscs-view-of-the-future/>.



- California Consumer Privacy Act
- Colorado Privacy Act
- Connecticut Data Privacy Act
- New Jersey Data Privacy Act

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People Have A Right to Opt-out

But How?

Only technically necessary

Settings

Accept all

[Privacy Statement](#) [Provider](#)

CCPA Opt-Out Icon

The California Consumer Privacy Act (CCPA) provides consumers with the right to opt-out – meaning, the right to tell a business to stop selling their personal information. To promote consumer awareness of this right, the Attorney General has developed a recognizable and uniform opt-out icon that businesses can use on their website and in their establishments.

- [Download Opt-Out Icon](#) 

Improving your site experience

To provide you with a personalized experience, we use technologies on this site that collect data from and about you and may record site interactions, including services and recommendations, understand how you engage with our site, and improve the services we offer you. We may share your data with trusted third parties. To use our site, you agree to our [Privacy Policy](#) and [Terms of Use](#).

Configure your Privacy Controls and Cookie Solution

☒ GDPR ?

 Manual configuration

 Not configured according to the legal requirements across Europe

 Applied to all users

EDIT

☐ LGPD

The Lei Geral de Proteção de Dados Pessoais (LGPD) is the Brazilian data protection law aimed at enhancing Brazilian users' privacy rights. If LGPD is applicable to you — because you carry out operations in Brazil (for example, because your company is based in Brazil or you use servers based in the Brazilian territory), you target users in Brazil or you process personal data of an individual that was located in Brazil at the time of collection — you must comply with its requirements.

☐ Switzerland

GDPR or GDPR legislations applied globally, they will override the Swiss data protection framework. Therefore, a consent-based approach (i.e., trackers are not used until the user has given consent) rather than an opt-out approach will apply.

☐ US State Laws

This option will help you comply with some privacy laws across the United States (currently the CCPA/CPRA, VCDPA, CPA, CTDPA and UCPA for California, Virginia, Colorado, Connecticut and Utah respectively). If you target users residing in the US, you may be required to comply with the privacy laws of the relevant US state.

Complete the configuration

Take Control Of Your Privacy

Exercising privacy rights more simply is critical to making online privacy accessible to all.



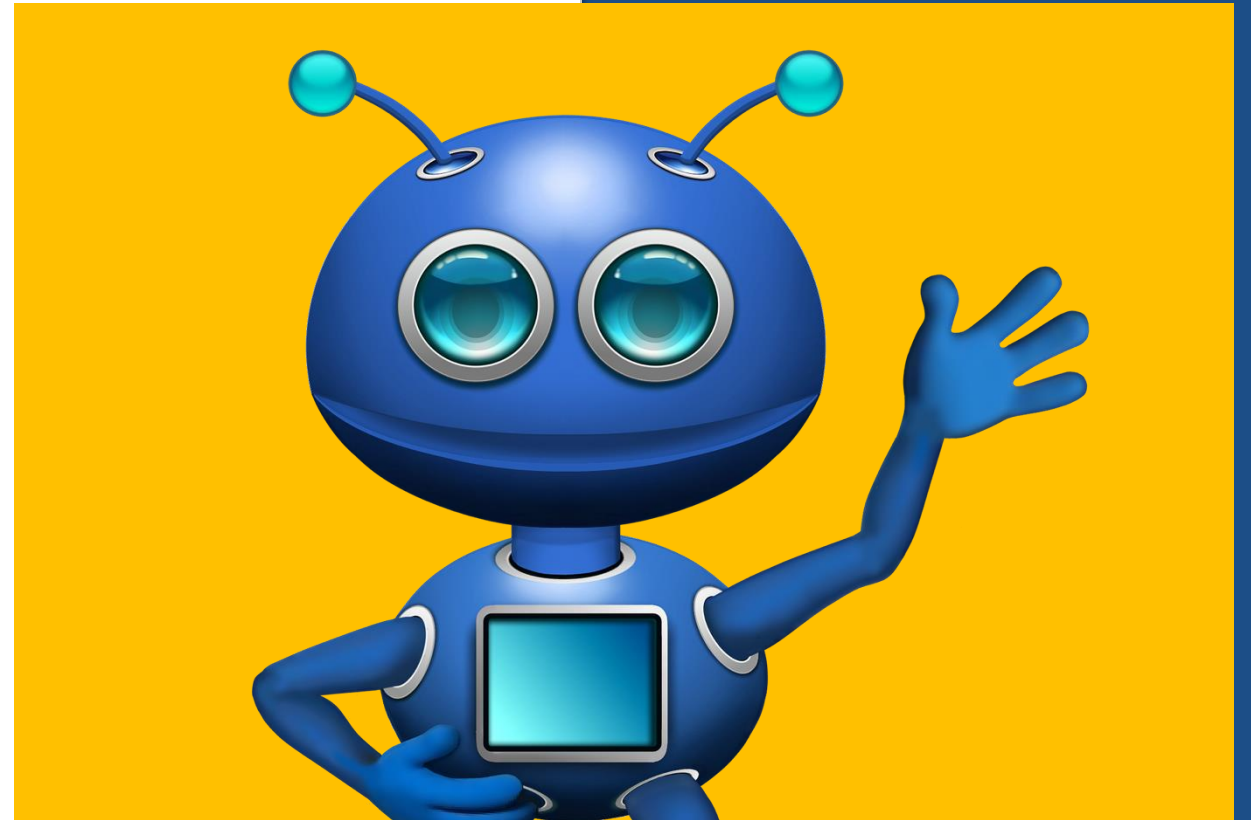
Global Privacy Control (GPC)

GPC is like a little robot pushing the opt-out button

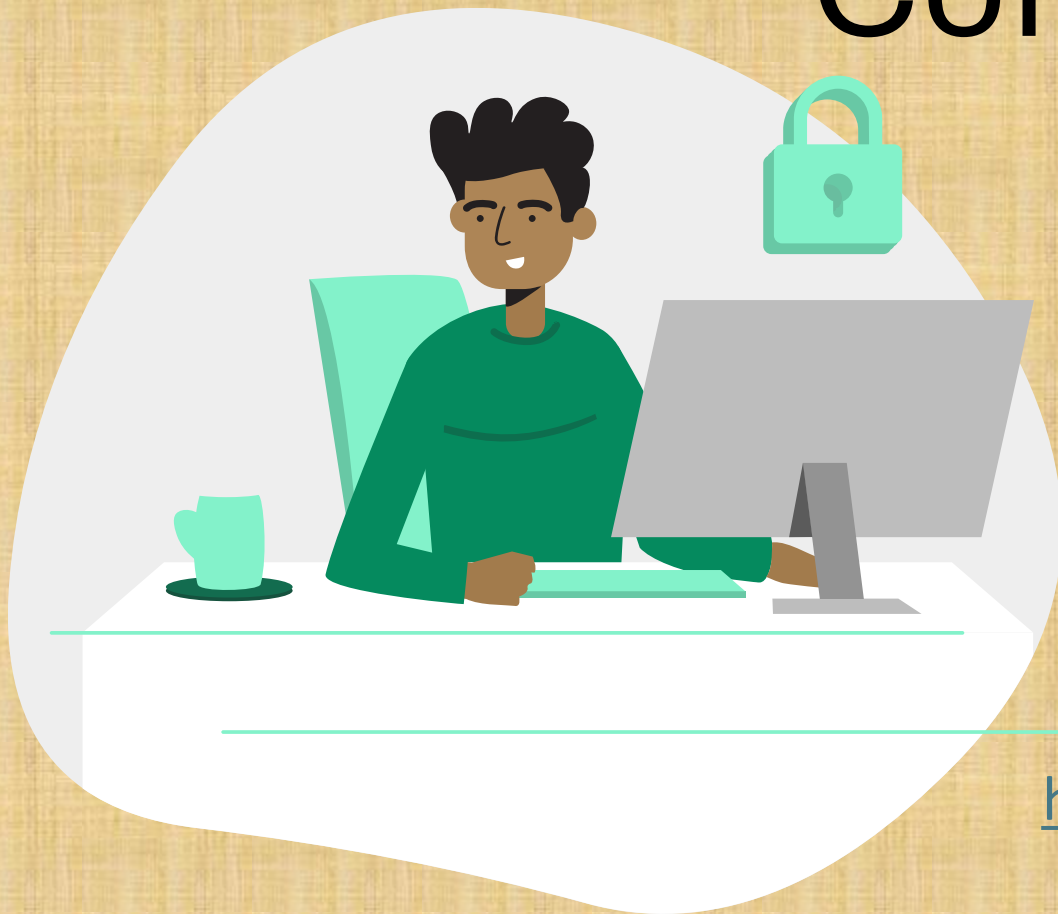
Opt-out on

- All sites
- Some sites
- Mobile platforms

...



What Is Global Privacy Control?



<https://globalprivacycontrol.org/>

Adoption

Browsers and Extensions



Firefox Browser



DuckDuckGo



OptMeowt



Consent Management Platforms (CMPs)



Privacy and Consumer Orgs



Regulators

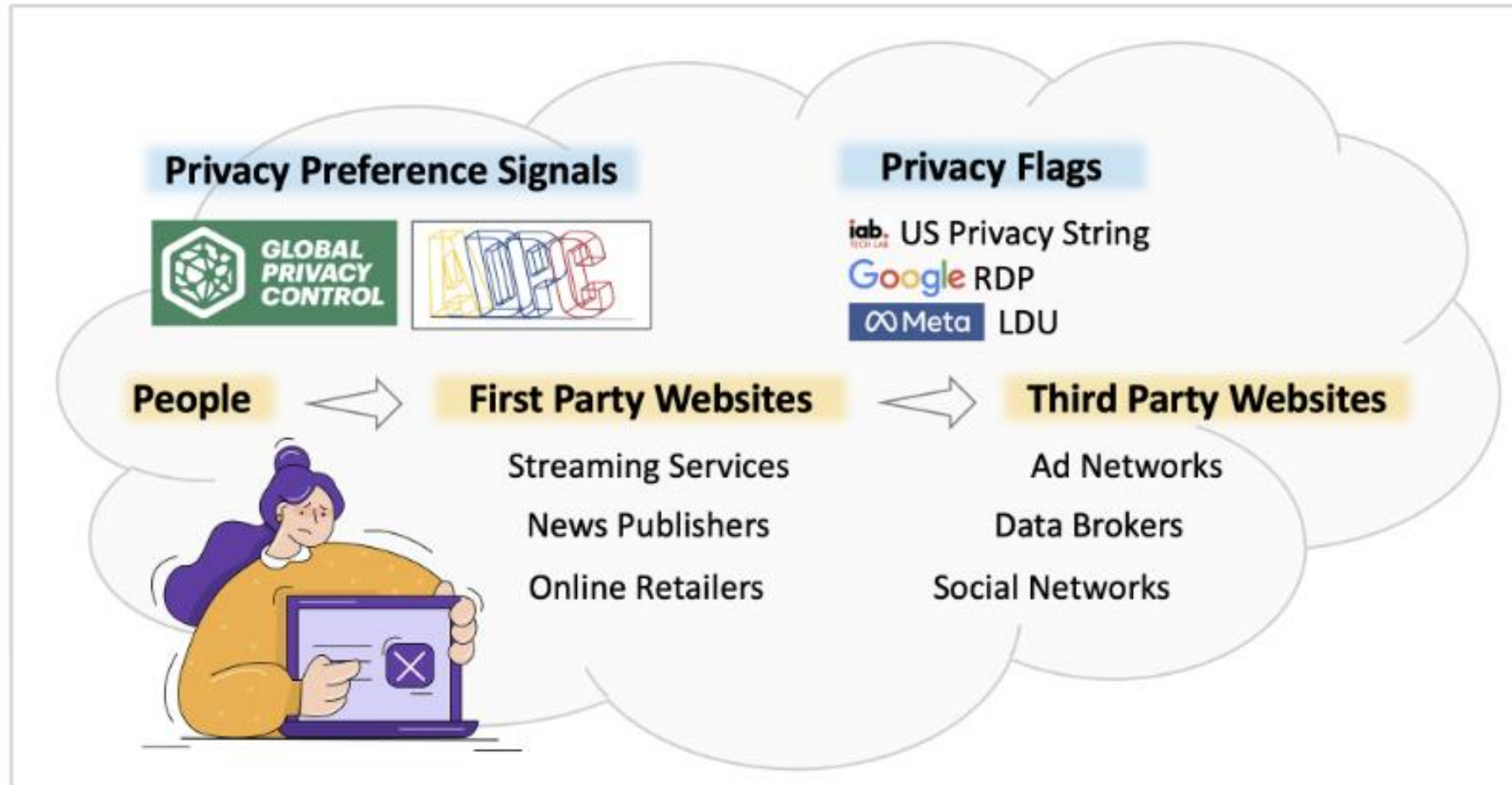
California, Colorado, Connecticut, Oregon, ...

Publishers, Retailers, Companies



Check if a site supports GPC at <https://gpcsup.com/>

Methodology

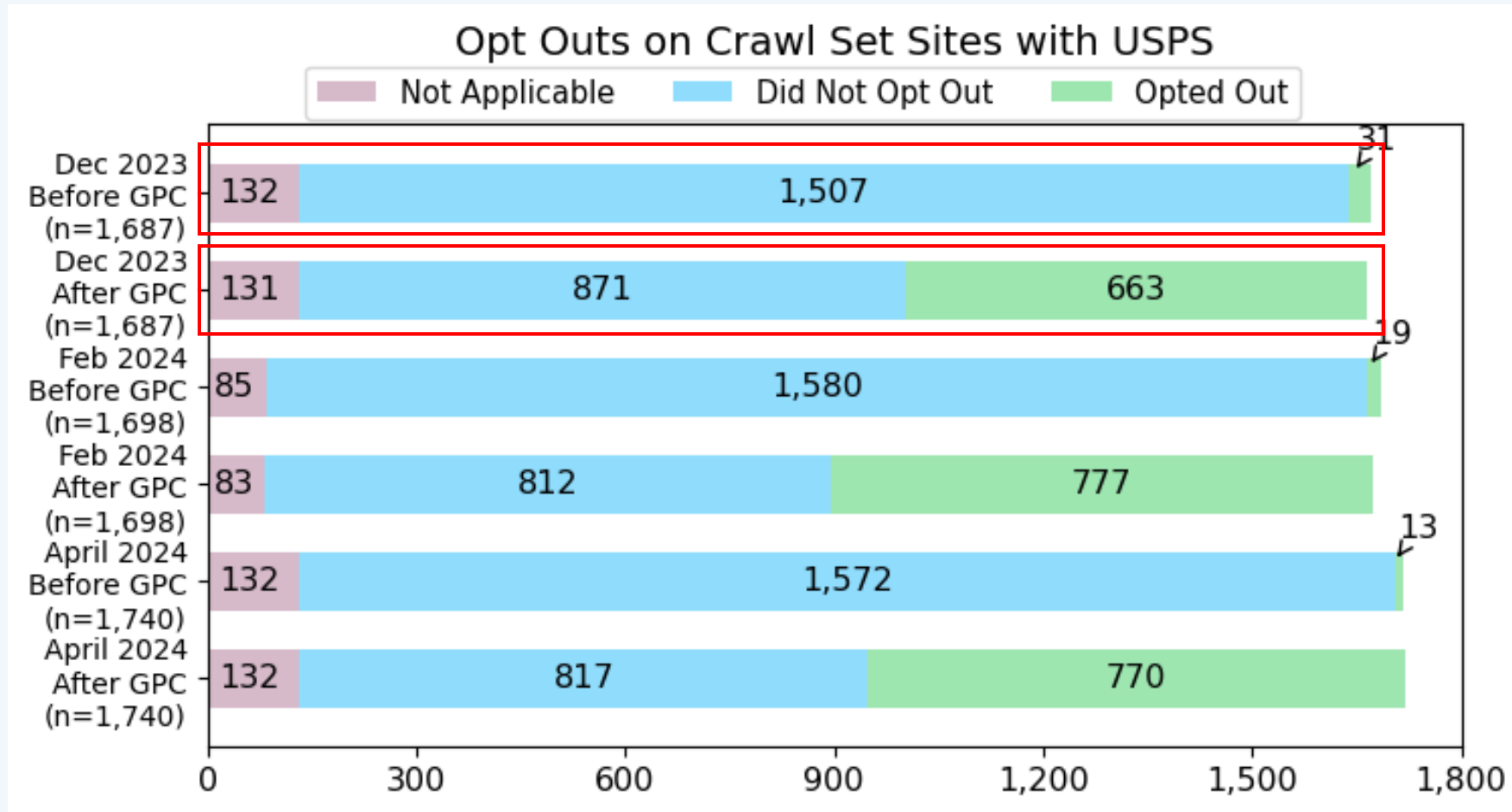


What Did We Find?



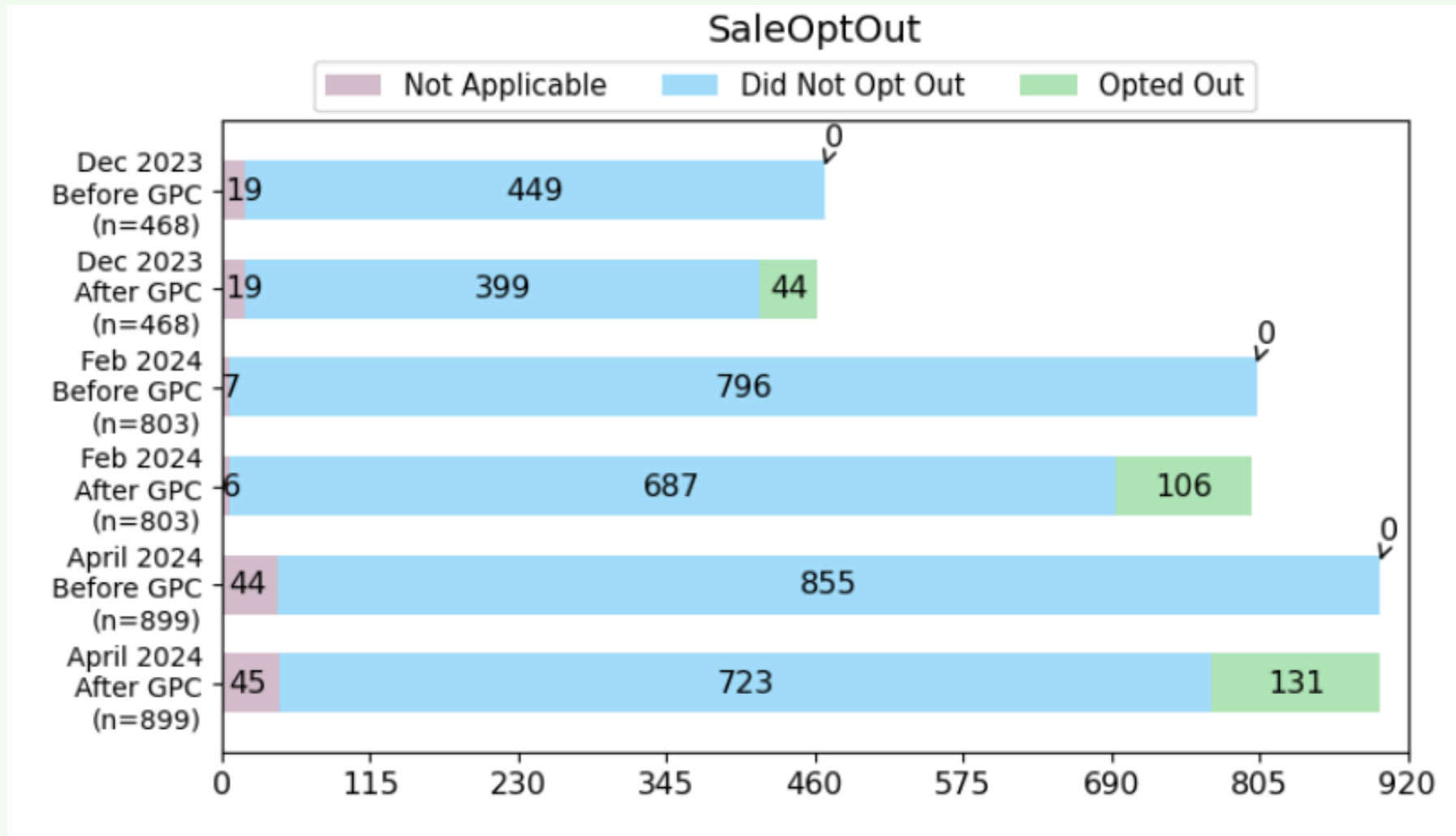
About Half of All Sites are Compliant

We See Incremental Improvement



US Privacy String (USPS) opt outs.

We See Sites Slowly Adopting the Global Privacy Platform (GPP)

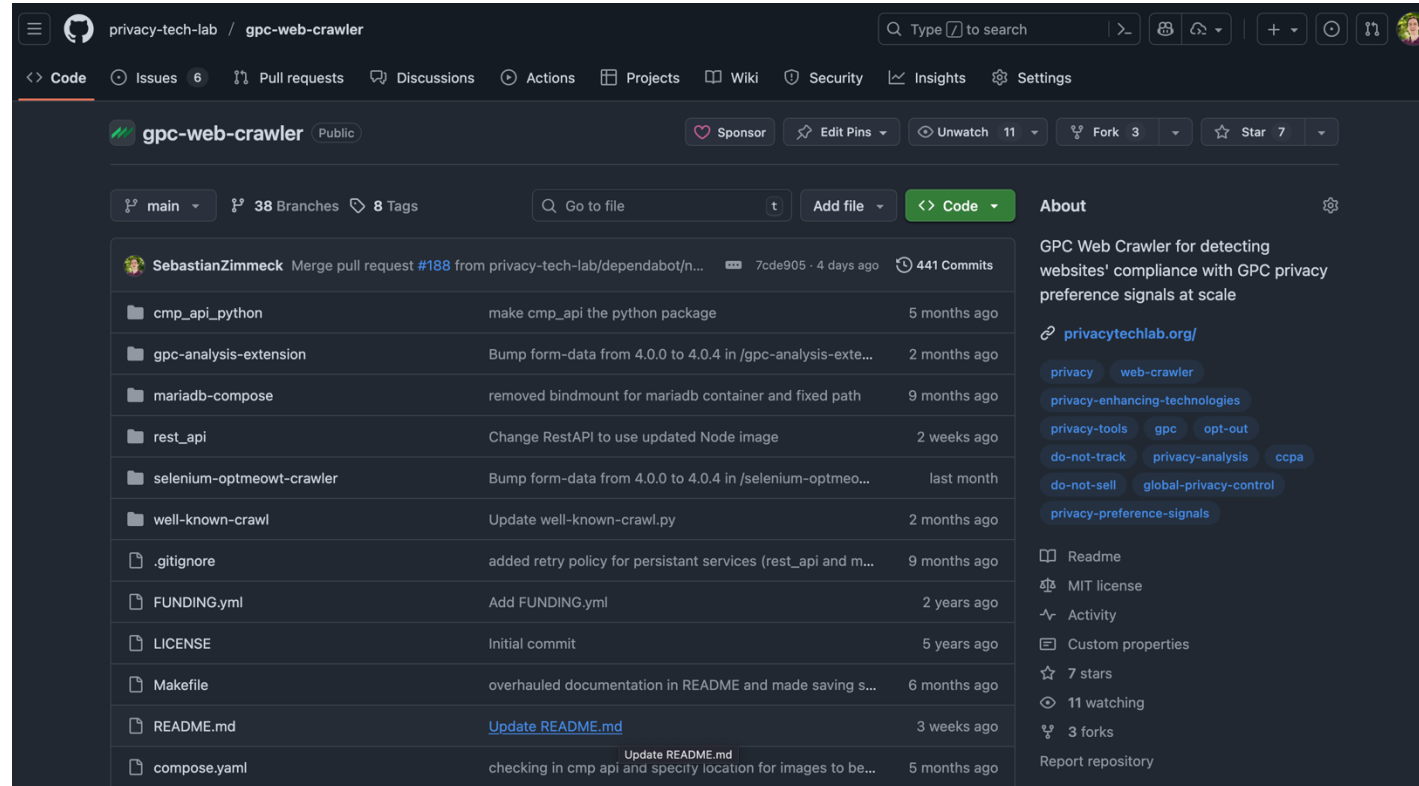


Opt outs via the SaleOptOut field in the usnatv1 and uscav1 sections of the GPP String.

Increase Impact

Focus on big publishers with many sites and high-profile sites with many users.

Future Research



Software and continuously updated data publicly available at <https://github.com/privacy-tech-lab/gpc-web-crawler>.

Thank You to Our Sponsors



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<https://privacytechlab.org/>

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