



INTELLIGENT COMMUNICATIONS

Layered Protection for Web Tracking

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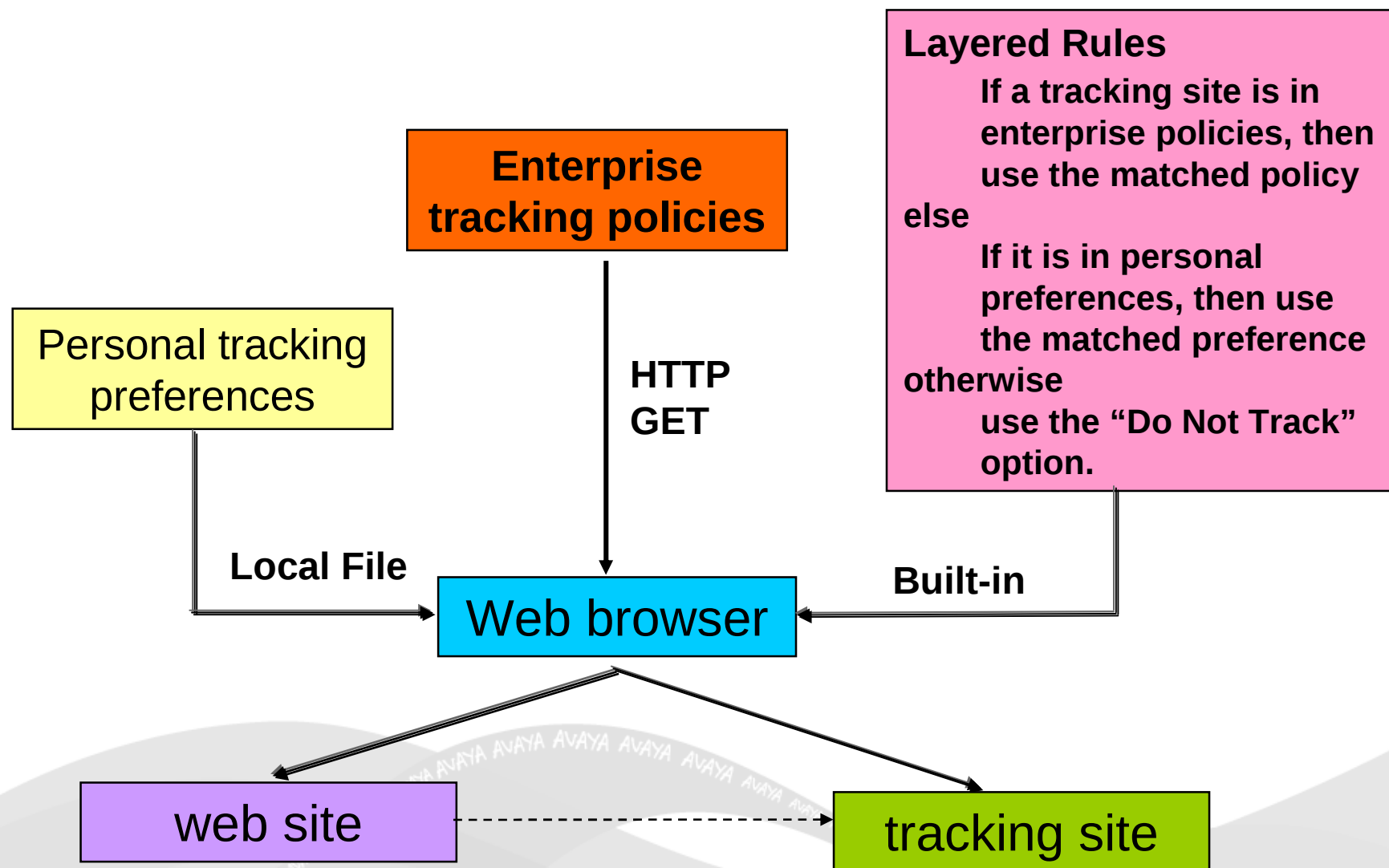
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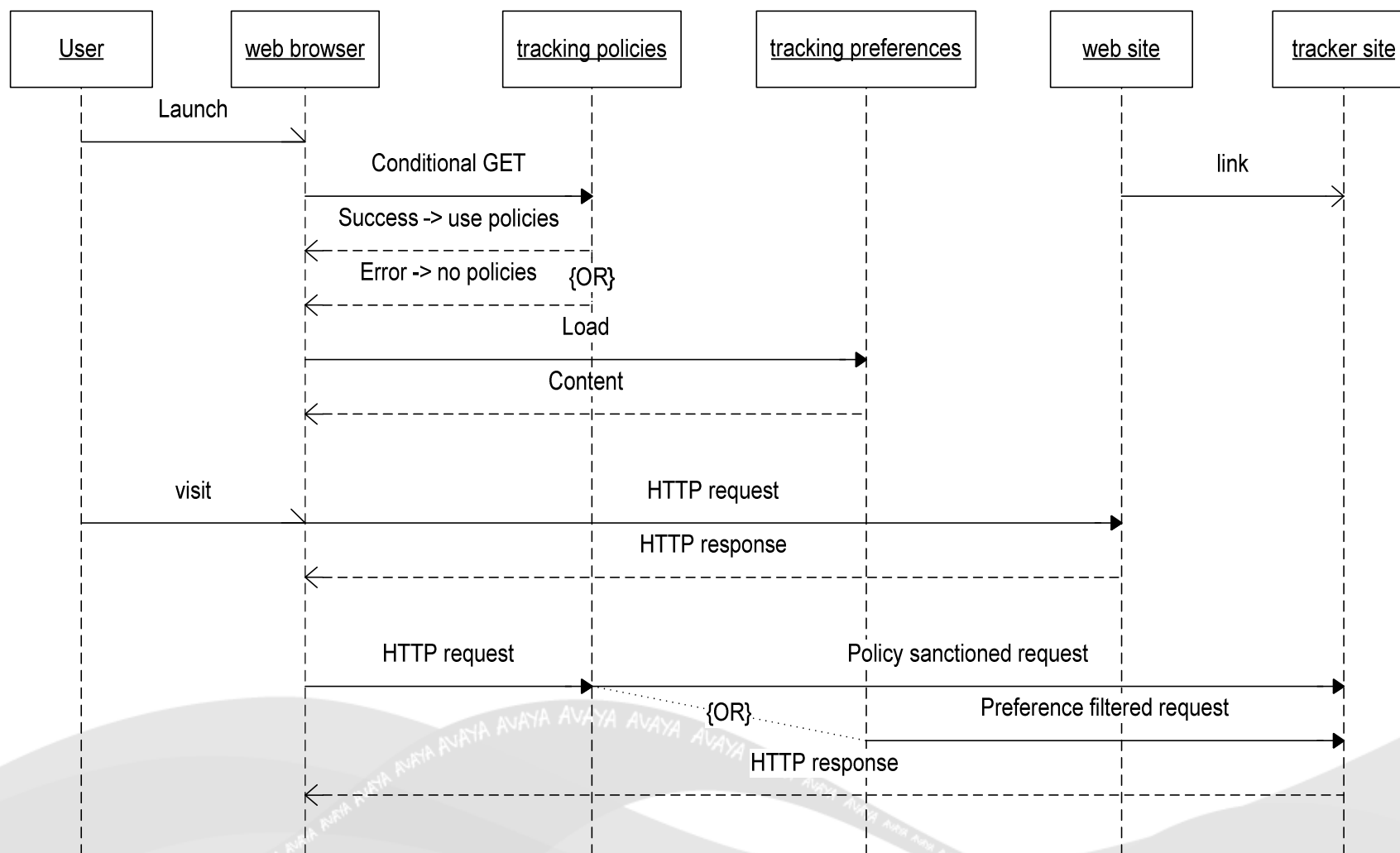
Issues in Web Tracking

- **Binary Web Tracking protection mechanism may not be suitable for enterprise**
 - Enterprise can have tracking policies
 - User can have their own tracking preferences
- **Where to enforce these rules: Web browser or Web proxy**
 - Web browser requires user configuration
 - Web proxy is optional
 - Web proxy cannot always enforce precedence
- **When to enforce these rules**
 - A device may move in and out of enterprise networks
- **Interoperability between rules and Web browsers**
 - Enterprise may switch the supported web browsers

A Layered Protection against Web Tracking



Sequence Diagram



Thank You

