Global Privacy Control vs. Do Not Track

	Global Privacy Control (GPC) Focuses specifically on the sale of personal data and has a stronger legal context	**Do Not Track (DNT)** A broader request to avoid tracking that lacks robust enforcement mechanisms
Purpose	• Designed to signal a user's privacy preferences regarding the sale of their personal data • Aims to give users more control over how their data is collected and used, particularly in the context of data sales	• Intended to allow users to express their preference not to be tracked by websites for purposes such as behavioral advertising and analytics
How implemented	• A browser setting or extension • Sends a specific signal to websites indicating the user does not want their personal data sold • Typically sent as a HTTP header	• A browser setting • Sends a signal to websites via a HTTP header indicating that the user does not wish to be tracked
Legal	• Particularly relevant in jurisdictions with strong privacy laws, such as the US. California Consumer Privacy Act (CCPA), which gives consumers the right to opt-out of the sale of their personal information.	• Does not have a strong legal backing • Is more of a "voluntary standard" – many websites do not honor DNT requests, leading to questions about its effectiveness.
Use	• Still in the process of being adopted by websites and services • Effectiveness depends on compliance by those entities.	• Limited adoption and compliance from websites • Many companies do not respect DNT signals which has led to its diminished relevance in recent years