

# Do Not Track

## Universal Web Tracking Opt Out

### Overview



Do Not Track is a technology and policy proposal that enables users to opt out of tracking by websites they do not visit, including analytics services, advertising networks, and social platforms. At present few of these third parties offer a reliable tracking opt out, and tools for blocking them are neither user-friendly nor comprehensive. Much like the popular Do Not Call registry, Do Not Track provides users with a single, simple, persistent choice to opt out of third-party web tracking.

Do Not Track signals a user's opt-out preference with an HTTP header, a simple technology that is completely compatible with the existing web. While some third parties have [committed to honor Do Not Track](#), many more have not. In February 2012, the major online advertising trade groups [pledged](#) at the White House to support Do Not Track by year-end; that promise remains unfulfilled. Efforts to standardize Do Not Track in the World Wide Web Consortium have resulted in deadlock, despite frequent urging by [American](#) and [European](#) policymakers.

We believe that Do Not Track could be a success, but at this stage, must be implemented through either a legal or technical requirement. In the interim, novel technical countermeasures—like the [Cookie Clearinghouse](#)—hold promise for providing simple and effective user choice over web tracking.

### For users

Your browser **supports** Do Not Track ✓  
You **have not enabled** Do Not Track ✗  
How to enable: [FF](#), [IE](#), [Safari](#), [Chrome](#), [Opera](#)  
[Websites that honor Do Not Track](#)

### Developer resources

[Cookbook](#): how to build third-party advertising, analytics, and social features without tracking  
[FourthParty Web Measurement Platform](#)  
[Reference Browser Extensions](#)  
[Web Application Templates](#)  
[Web Server Configurations](#)

### Policy materials

[FTC Comment](#): comprehensive policy statement  
[Annotated Bibliography](#): related research

### Related projects

[Cookie Clearinghouse](#)  
[IETF Draft Standard Specification](#)  
[W3C Tracking Protection Working Group](#)

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The **DoNotTrack.us** website is maintained by Stanford and Princeton researchers [Jonathan Mayer](#) and [Arvind Narayanan](#). We are affiliated with the [Center for Internet and Society](#) at [Stanford Law School](#).

The broader Do Not Track effort is a collaboration of numerous researchers, advocacy groups, and technology companies. We have worked closely with [Alex Fowler](#), [Sid Stamm](#), and other [Mozillans](#); [Peter Eckersley](#), [Lee Tien](#), [Rainey Reitman](#), and other [EFFers](#); [Alissa Cooper](#); [Chris Soghoian](#); [Ashkan Soltani](#); [Harlan Yu](#); and many more.



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