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**Internet Privacy Roadmap**

1. We need a comprehensive federal US privacy law. Such law should provide a minimum level of privacy protection at or above the level of existing state privacy laws. Self-regulation has proven ineffective and cannot be relied upon.
2. The law should provide economic incentives for businesses to focus on actually improving privacy rather than just ensuring minimal compliance. Good behavior, for example, the use of privacy-preserving technologies, should be rewarded. Fines should be commensurate with infringements.
3. Privacy law reform should go beyond self-management, that is, notice and choice, and instead focus on a systemic solution. Privacy is a systems problem and, thus, needs a systems solution. Laws can provide privacy requirements for systems.
4. Over time, we must evolve the Internet to be a structurally privacy-preserving system. Integrating privacy rights and protections into the Internet via technical standards based on multistakeholder consensus will facilitate this evolution.
5. There is value to maintaining a partially ad-funded Internet. For this purpose we need to rebuild online advertising on a new foundation of privacy-enhancing technologies. Internet advertising does not have to be privacy-invasive.
6. To unlock public good from private data safely, data holders should learn about and implement differential privacy. More broadly, wherever possible, privacy-protective measures should leverage technologies with provable privacy guarantees, such as differential privacy or cryptosystems.
7. We need to do a better job of educating people, especially in schools, about privacy. We need to provide transparency to people of what happens with their data and give them adjustable and easy-to-use privacy controls. It is crucial to test all privacy tools for their usability. If they are not usable, privacy rights on the books will not make a difference.
8. To the extent possible automated privacy assistance technologies should be implemented and used to relieve people from burdensome and repetitive tasks. Technologies should intelligently learn people’s privacy preferences and act on their behalf and according to their preferences.