Hi

Imagine the internet was a place
where we could trust each other again.

**Users have a right
to privacy over their data.**

**Operators have a legitimate interest
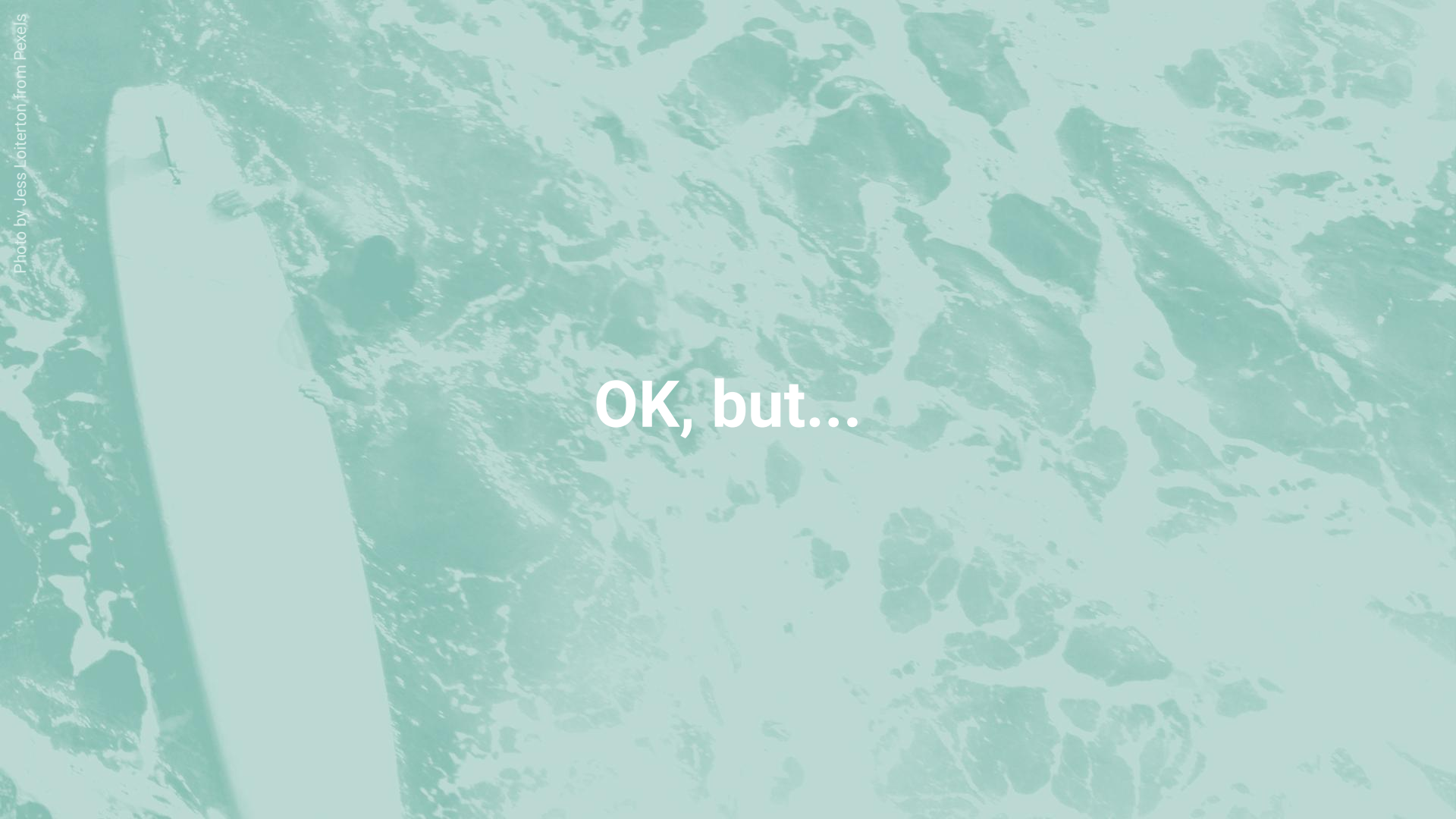in usage data of their services.**

How is this matter regulated by law?

Necessary to process

Personal data shall be adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed.

Freely given consent

Consent must be **freely given,** specific, informed and unambiguous. This implies a real choice by the data subject.

OK, but…

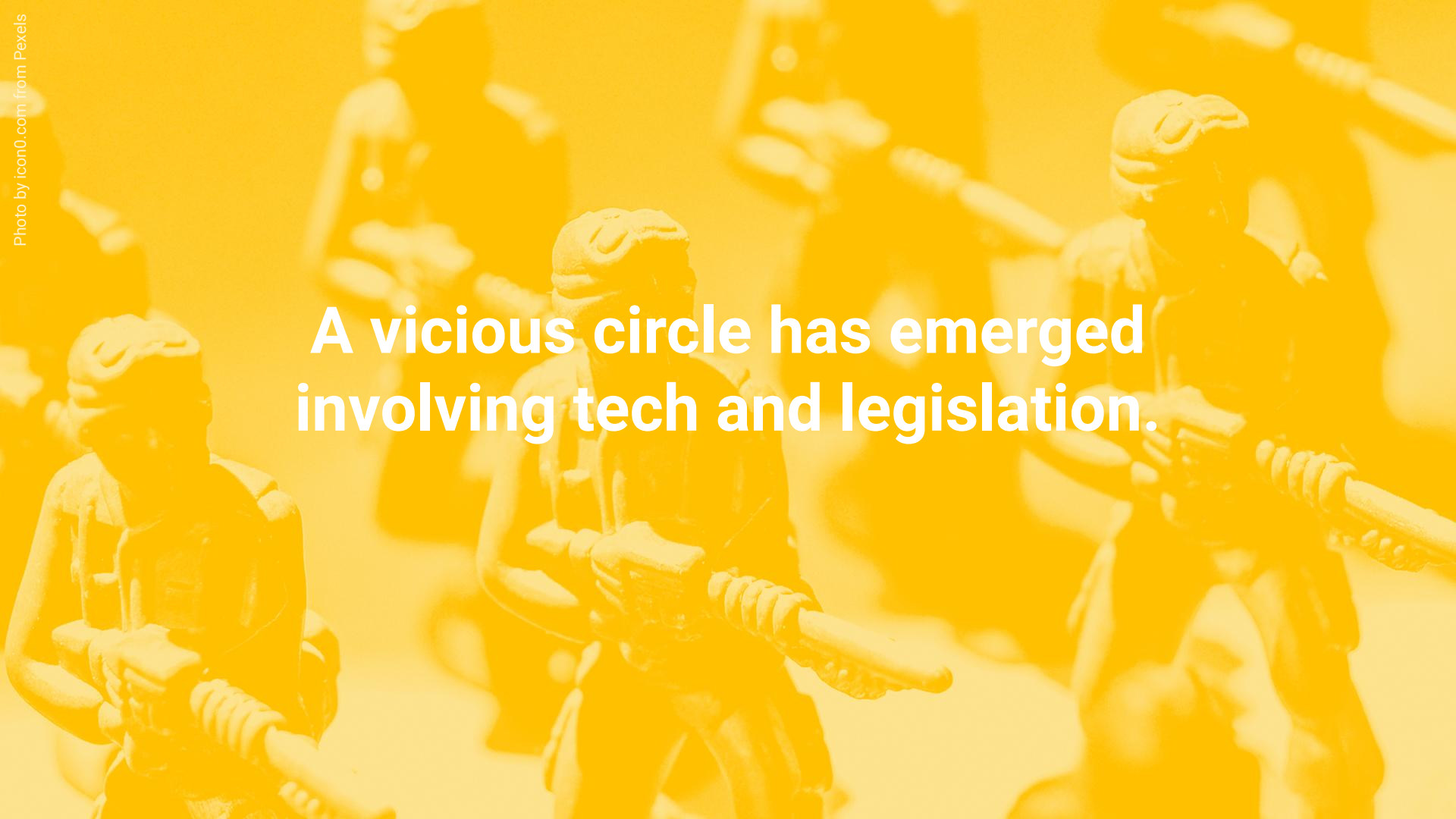**What data is necessary to process? When is consent freely given?**

Necessary to process

Must the data processed be absolutely essential?

No, but it is not necessary just because you have decided to run your service in a certain way.

Freely given consent

Is bundled consent in general not freely given?

No, but you must provide a very clear reason
for doing so.

A vicious circle has emerged involving tech and legislation.

Vicious circle

Ambiguous legal situation

Legislators take a long time to define laws.
Authorities do not enforce the law stringently, also differently.
Lawful does not necessarily mean user friendly.

Vicious circle

Consent is gamed

Psychological methods aka "Dark Patterns"
are used extensively to obtain consent.

Vicious circle

Tech titans define the baseline

New methods are being developed for which no legal classification exists yet. Regulation fails at the technical level.

Vicious circle

Annoyed users and confused operators

Users' trust in the web has been sustainably damaged.
Operators also suffer from the ambiguous legal situation.

Let's escape this vicious circle

Let's escape this vicious circle

Try to avoid data collection

Let's escape this vicious circle

Try to avoid data collection

Be transparent

Let's escape this vicious circle

Try to avoid data collection

Be transparent

Accept user's choice

Let's escape this vicious circle

Try to avoid data collection

Be transparent

Accept user's choice

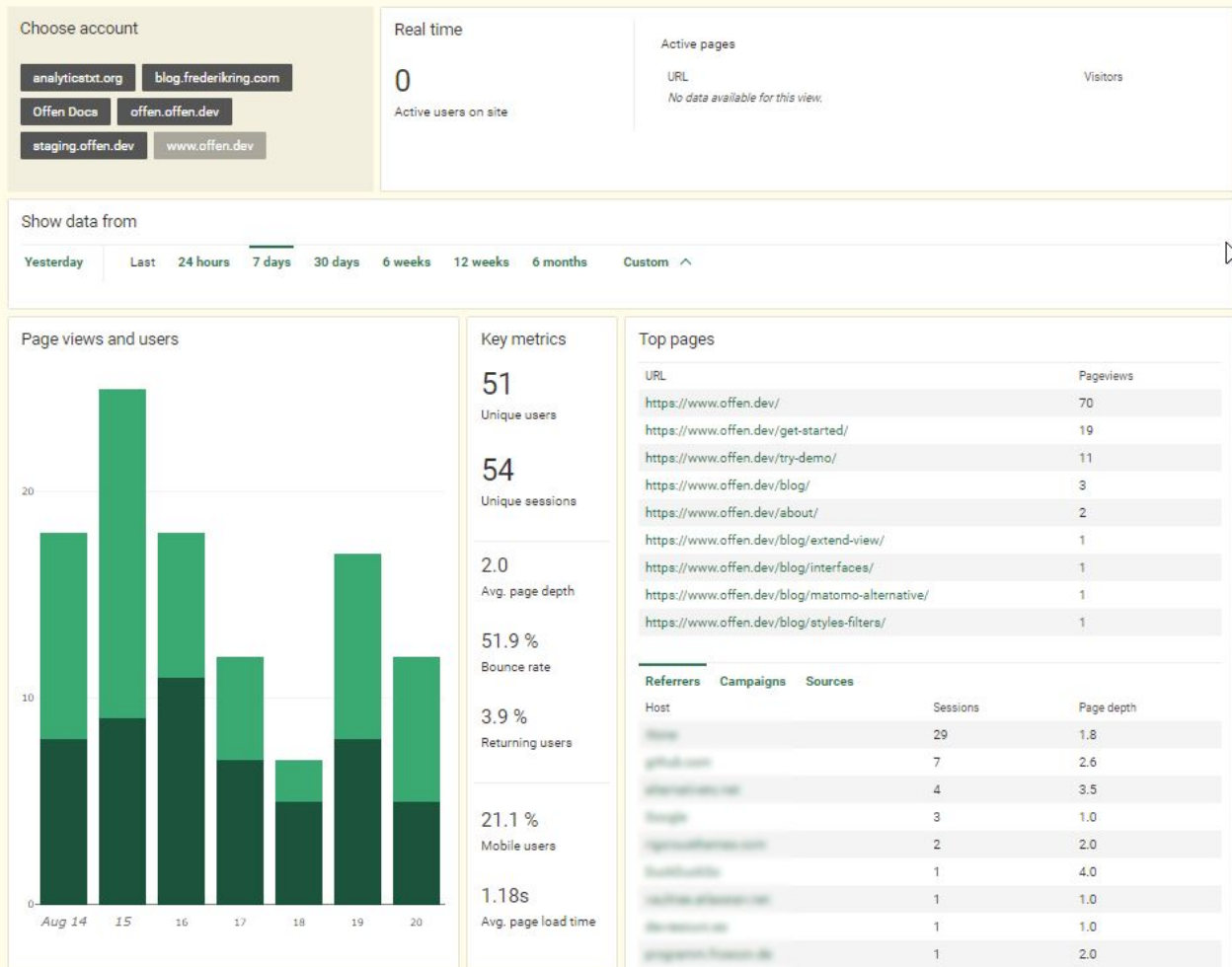Build better tools

Talking about tools…

Tools we develop

Offen – Fair web analytics

analytics.txt – Disclose what you collect

Offen Protocol – Discoverable exchange of data

Offen

Choose account

analyticstxt.org blog.frederikring.com

Offen Docs offen.offen.dev

staging.offen.dev www.offen.dev

Real time

0

Active users on site

Active pages

URL   Visitors

No data available for this view.

Show data from

Yesterday   Last   24 hours   7 days   30 days   6 weeks   12 weeks   6 months   Custom ^

Page views and users

20

10

0

Aug 14   15   16   17   18   19   20

Key metrics

51
Unique users

54
Unique sessions

2.0
Avg. page depth

51.9 %
Bounce rate

3.9 %
Returning users

21.1 %
Mobile users

1.18s
Avg. page load time

Top pages

URL	Pageviews
https://www.offen.dev/	70
https://www.offen.dev/get-started/	19
https://www.offen.dev/try-demo/	11
https://www.offen.dev/blog/	3
https://www.offen.dev/about/	2
https://www.offen.dev/blog/extend-view/	1
https://www.offen.dev/blog/interfaces/	1
https://www.offen.dev/blog/matomo-alternative/	1
https://www.offen.dev/blog/styles-filters/	1

Referrers   Campaigns   Sources

Host	Sessions	Page depth
	29	1.8
github.com	7	2.6
	4	3.5
	3	1.0
	2	2.0
	1	4.0
	1	1.0
	1	1.0
	1	2.0

www.offen.dev

analytics.txt

How does analytics.txt look like for this website?

```
# analytics.txt file for www.analyticstxt.org
Author: Frederik Ring <hioffen@posteo.de>

Collects: url, referrer, device-type
Stores: first-party-cookies, local-storage
# Usage data is encrypted end-to-end
Uses: javascript
# Users can also delete their usage data only without opting out
Allows: opt-in, opt-out
# Data is retained for 6 months
Retains: 186 days

# Optional fields
Honors: none
Tracks: sessions, users
Varies: none
Shares: per-user
Implements: gdpr
Deploys: offen
```

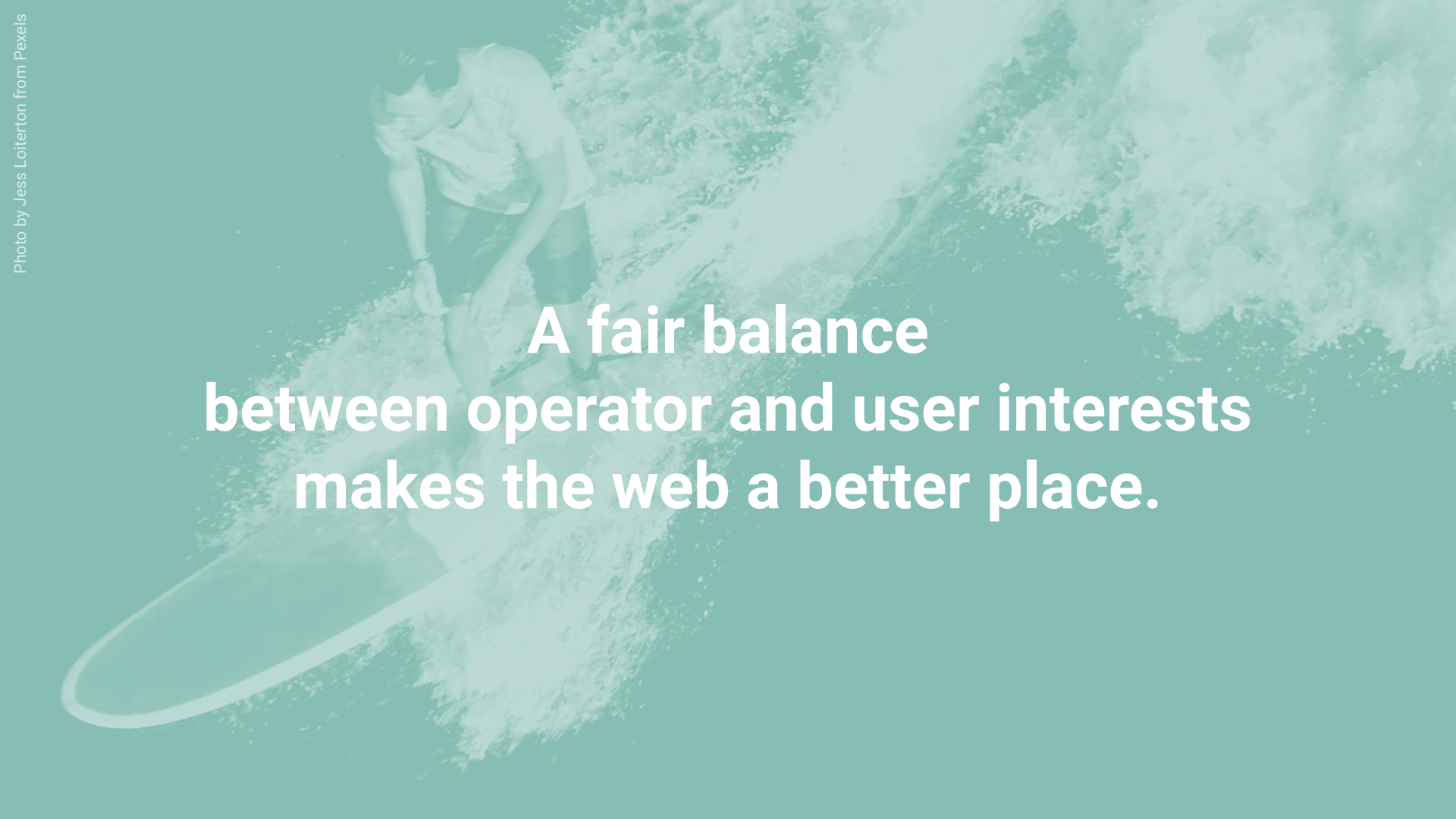www.analyticstxt.org

Offen Protocol

Request

```
GET / HTTP/1.1
Accept: application/json
Host: example.com
```

Response

```
HTTP/1.1 200 OK
Content-Length: 12
Content-Type: application/json
Date: Sun, 17 Oct 2021 06:54:02 GMT

// Application specific response body ...
```

offen.github.io/protocol

A fair balance
between operator and user interests
makes the web a better place.

Thanks, your questions are welcome.

offen.dev
twitter.com/hioffen
github.com/offen

Offen, January 2022