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Katie McInnis

Senior Public Policy Manager, US
Washington, DC

February 17, 2021

Australian Competition and Consumer Commission
23 Marcus Clarke Street
Canberra, Australian Capital Territory, 2601
Australia

adtechinquiry@accg.gov.au

Re: Digital Advertising Services Inquiry, Interim Report

Dear Sir or Madam,

In response to the Australian Competition and Consumer Commission's request for stakeholder views on Proposal 2 of the Digital Advertising Services Inquiry, Interim Report, DuckDuckGo submits these two posts for your consideration:

1. *DuckDuckGo Founding Member in Global Privacy Control (GPC) Standards Effort*, DUCKDUCKGO BLOG (Oct. 7, 2020), <https://spreadprivacy.com/announcing-global-privacy-control/>.
2. *Global Privacy Control (GPC) Enabled by Default in DuckDuckGo Apps & Extensions*, DUCKDUCKGO BLOG (Jan. 28, 2021), <https://spreadprivacy.com/global-privacy-control-enabled-by-default/>.

Sincerely,



Katie McInnis
Senior Public Policy Manager, US

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DuckDuckGo Founding Member in Global Privacy Control (GPC) Standards Effort

FILED UNDER DUCKDUCKGO NEWS ON 7 OCT 2020

We believe online privacy should be simple and accessible to everyone, period. With the introduction of privacy regulations worldwide, consumers are gaining more rights to limit the sale and sharing of their personal data. While this is a great idea in theory, it doesn't amount to much if it is hard for consumers to take advantage of their rights.

At present, consumers must invoke most all online privacy rights manually, website by website. That's why we're proud to be a founding member of a new effort to create a simple browser-oriented setting for users to more easily express their preference for privacy, called [Global Privacy Control \(GPC\)](#). With this setting, users can enable it once, and then the browser will express their preference for privacy to every website they visit. We've been working with [other organizations](#) to define a [technical specification](#) for GPC that we hope becomes a widely-adopted standard.

Starting today, using the current technical specification, we are launching GPC in an initial experimental phase within our mobile DuckDuckGo Privacy Browser (for [iOS/Android](#)) and within our desktop DuckDuckGo Privacy Essentials browser extension (for [Firefox/Chrome](#)), making this new setting available to over ten million consumers.

How does GPC work in practice?

Browser settings such as ["Do Not Track"](#) have been available in the past, but most websites were not designed to recognize or respond to users' preferences, and they were not legally required to do so. For many years DuckDuckGo has advocated for laws worldwide that would bring legal teeth to browser privacy settings like Do Not Track, going so far as to even [draft our own legislation](#). Thankfully, the [California Consumer Privacy Act \(CCPA\)](#) is now leading the way here, requiring businesses to respect browser settings that allow consumers to opt out of the sale of their personal data. In his recent [US Senate testimony](#), California Attorney General Xavier Becerra explained:

One provision of our regulations intended to facilitate the submission of a request to opt out of sale by requiring businesses to comply when a consumer has enabled a global privacy control at the device or browser level, which should be less time-consuming and burdensome. I urge the technology community to develop consumer-friendly controls to make exercise of the right to opt out of the sale of information meaningful and frictionless.

We are excited to be part of the answer to AG Becerra's call to action by offering consumers GPC as a means to invoke their CCPA “do not sell” rights across multiple websites. Although currently CCPA rights are only available to California residents, certain companies such as Microsoft [have committed](#) to extend this right to all US residents. And at the same time, we also intend to work with data protection authorities in other countries to help ensure GPC is legally binding in more jurisdictions, such as in the EU where the [General Data Protection Regulation \(GDPR\)](#) is in force.

In this initial experimental phase for GPC, you can participate by downloading our mobile app and desktop browser extension, and then enable GPC in Settings (see instructions below). Once enabled, we will send the “do not sell or share” GPC signal on your behalf to every website you visit. Then, when you visit early-adopting sites like [The New York Times](#) (while using our app or extension), those sites will accept the signal and respect your preference for more privacy.

We expect more commitments will follow from other organizations that will either send or respect the GPC signal. However, since Global Privacy Control (GPC) is a new standards effort, most websites won't recognize it yet. Currently websites are only required to act on the signal to the extent applicable laws compel them to do so.

How to enable GPC using DuckDuckGo

DuckDuckGo Privacy Browser on Android

1. Download [DuckDuckGo Privacy Browser](#) from Google Play, or update to version 5.67.0 or newer.
2. Within the app, go to "Settings" from the main menu.
3. Tap "Global Privacy Control" and enable the setting.

DuckDuckGo Privacy Browser on iOS

1. Download [DuckDuckGo Privacy Browser](#) from the Apple App Store, or

update to version 7.55.0 or newer.

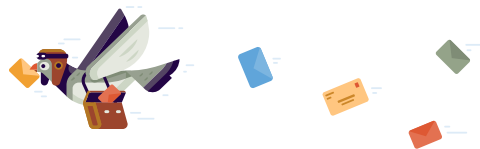
2. Within the app, go to "Settings" from the main menu.
3. Tap "Global Privacy Control" and enable the setting.

DuckDuckGo Privacy Essentials Desktop Browser Extension

1. Download DuckDuckGo Privacy Essentials for [Chrome](#), [Firefox](#), [Brave](#) or [Microsoft Edge](#) (we're still working on updating our Safari extension), or update to version 2020.10.2 or newer.
2. Once installed, click the extension's icon in your browser's toolbar.
3. Click the cog icon at the top right and select "Settings".
4. In the "Global Privacy Control" section, enable the setting.

Once installed, you can test whether the GPC setting is working by going to <https://global-privacy-control.glitch.me/> and checking the "Client-side detection" section.

For more privacy advice [follow us on Twitter](#), and stay protected and informed with our [privacy newsletters](#).



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Stay protected and informed with our privacy newsletters.

- Privacy Crash Course** — Practical tips for keeping your personal info private. [See example.](#)
- Privacy Weekly** — Latest news for all things related to privacy. [See example.](#)

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Global Privacy Control (GPC) Enabled by Default in DuckDuckGo Apps & Extensions

Open Letter to European Commission: Request for Trilateral Meeting among Google, the EC, and Alternative Search Engines to Improve Search Preference Menu

Plan Your Route Privately: DuckDuckGo Now Has Driving & Walking Directions

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Plan Your Route Privately: DuckDuckGo Now Has Driving & Walking Directions

We're excited to announce a big step forward with the introduction of route-planning directions on DuckDuckGo Search – private, as always.



2 MIN READ

PRIVACY RESEARCH

As Predicted, Google's Search Preference Menu Eliminates DuckDuckGo

Google's search preference menu auction, as we predicted, has resulted in DuckDuckGo

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Global Privacy Control (GPC) Enabled by Default in DuckDuckGo Apps & Extensions

FILED UNDER DUCKDUCKGO NEWS ON 28 JAN 2021

At DuckDuckGo, we believe that everyone deserves simple online privacy protection. That's why we pack our [DuckDuckGo mobile apps and browser extensions](#) with so much to keep you private online, including best-in-class [tracker blocking](#), [private search](#), and [Smarter Encryption](#). It's also why, just a few months ago, [we announced](#) being a founding member of a new standards effort called [Global Privacy Control](#) (GPC), which is a browser or device setting that, when

enabled, signals to all visited websites a preference for privacy.

While we already block most tracking while browsing, we believe GPC will ultimately provide additional legal protection in certain jurisdictions for situations where websites might otherwise sell or share your data with other companies that may profit or benefit from it (such as selling data you give them to advertisers or data brokers after your visit).

Today, we're turning on the GPC setting by default in our mobile apps (DuckDuckGo Privacy Browser on [iOS/Android](#)) and desktop extensions (DuckDuckGo Privacy Essentials on [Chrome](#)/[Firefox](#)/[Edge](#)).

Your data shouldn't be for sale. At DuckDuckGo, we agree. Activate the "Global Privacy Control" (GPC) settings and we'll signal to websites your preference to:

- **Not sell your personal data.**
- **Limit sharing of your personal data to other companies.**

Global Privacy Control (GPC)



We're also thrilled to announce that several major publishers, including The New York Times, The Washington Post and Automattic (makers of WordPress), have committed to implementing GPC, and the New York Times has already done so.

More broadly, we believe GPC can be a legally binding invocation of your [opt-out rights](#) under the California Consumer Privacy Act (CCPA), and potentially other rights in other jurisdictions such as the EU under the General Data Protection Regulation (GDPR). That means if you download the latest version of the DuckDuckGo app or extension and visit [The New York Times](#) from certain regions

including California, Europe, Brazil, UAE, and Bermuda, you will have automatically invoked these opt-out rights, and they will take action accordingly (e.g., see the [NYT Privacy FAQ](#)).

Why enable GPC by default?

The initial impetus for GPC came from CCPA requiring businesses to respect browser settings that allow consumers to opt out of the "sale" of their personal data (with "sale" broadly defined as value exchange). Under the CCPA [Final Statement of Reasons - Appendix E #73](#), California Attorney General Xavier Becerra explicitly stated that consumers can exercise their privacy rights by utilizing privacy-by-design products:

"The consumer exercises their choice by affirmatively choosing the privacy control [...] including when utilizing privacy-by-design products or services"

DuckDuckGo is certainly a privacy-by-design product. By simply installing our app or extension, you are expressing your preference for privacy, without needing to fiddle with additional settings to further confirm this preference. We are private by default. So, it follows that GPC would be enabled by default along with all of our other privacy features like [tracker blocking](#), [private search](#), and [Smarter Encryption](#).

Eager to give it a try?

DuckDuckGo Privacy Browser on Android

Simply download and use the [DuckDuckGo Privacy Browser](#) from Google Play, or update to version 5.73.0 or newer. You can check the version number by press the menu icon (three dots) at the top right of the app, selecting "Settings" and scrolling to the bottom.

DuckDuckGo Privacy Browser on iOS

Simply download and use the [DuckDuckGo Privacy Browser](#) from the Apple App

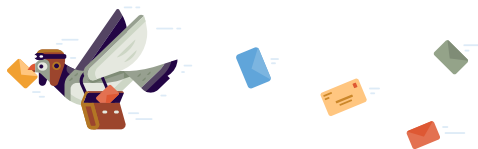
Store, or update to version 7.61.11 or newer. You can check the version number by press the menu icon (three dots) at the top right of the app, selecting "Settings" and scrolling to the bottom.

DuckDuckGo Privacy Essentials Desktop Browser Extension

Simply download and use DuckDuckGo Privacy Essentials for [Chrome](#), [Firefox](#), [Brave](#) or [Microsoft Edge](#) (Safari is not supported at this time), or update to version 2021.1.8 or newer. You can check the version number by right-clicking on the DuckDuckGo extension icon in your browser's toolbar and selecting "Manage extensions".

Once installed, you can test whether GPC is working by going to globalprivacycontrol.org and checking that you see "GPC signal detected" at the top of the webpage.

For more privacy advice [follow us on Twitter](#), and stay protected and informed with our [privacy newsletters](#).



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