

Site Specific

Group Trackers by Type

Make it clearer what types of trackers are collecting the user’s data so that 1) they form a stronger mental model about the different types of trackers that exist and 2) so they can make an informed decision about turning on/off tracking protection on sites where it may impact the site’s experience.

9 trackers blocked

Advertising
5 trackers

ON

OFF

Social
2 trackers

ON

OFF

Analytics
2 trackers

ON

OFF

Disable tracking protection

The New York Times - Brea...

www.nytimes.com

Search

ADP

Mozilla - Calendar

Vidyo Conferencing

Expensify - Sign In

Mozilla Phonebook

Mozillians

Mozilla Intranet

16

LOG IN

U.S.

INTERNATIONAL

中文

The New York Times

Wednesday, January 14, 2015 | Today's Paper | Video | 26°F | Nasdaq -0.75% ↓

New York | Business | Opinion | Technology | Science | Health | Sports | Arts | Style | Food | Home | Travel | Magazine | Real Estate | ALL

Qaeda Group in Yemen Claims Responsibility for Paris Attack

By RUKMINI CALLIMACHI and ALAN COWELL

The militant group Al Qaeda in the Arabian Peninsula, based in Yemen, took responsibility on Wednesday for the attack in Paris one week ago on Charlie Hebdo, the French satirical newspaper, in which 12 people were killed.

High Demand for New Charlie Hebdo

By ALAN COWELL 9:36 AM ET

The newspaper returned with a depiction of the Prophet Muhammad on

Jim Moore, a real estate agent in Roswell, N.M., locked the entrance to a dormant missile silo. Rick Scibelli Jr. for The New York Times

Buy Now! Deep, Spacious Roswell Money Pit

By RICK ROJAS 11:39 AM ET

A site for sale in Roswell, N.M., had been the home of an Atlas-F intercontinental ballistic missile. With an asking price of \$295,000, the silo is a fixer-upper, to put it mildly.

NEWS ANALYSIS

Easing Crackdown on Crime, Now That Crime Has Eased

By ERIK ECKHOLM

The Opinion Pages

OP-ED CONTRIBUTOR

I Owe It All to Community College

By TOM HANKS

President Obama’s plan to expand free access to two-year schools deserves Congress’s support.

• Bruni: Mitt and the Melee

• Friedman: We Need Another Giant Protest

• Bittman: Let Them Eat Foie Gras

• Edsall: Can Jeb Bush Defy the Tea Party and Win?

Still Waiting for Strong Privacy Laws

By THE EDITORIAL BOARD

President Obama made proposals that could give Americans greater control over their personal data. Will Congress act?

• Editorial: ‘France Without Jews Is Not France’

• Op-Ed: From Teenage Angst to Jihad

• Akyol: Islam’s Problem With Blasphemy

Global

Show Users What Data is Known About Them

3rd party trackers can know a lot about users without them explicitly collecting personal data - “the more that personal information can be correlated, the less it is possible to completely anonymize.” Lets help users understand what is ‘known’ about them based on information that can be collected via history, cookies/site data and trackers.

Provide a mini interests dashboard under the global privacy settings to help users understand what data they are sharing about themselves by having tracking prevention disabled and other privacy features off.

Is your data anonymous?

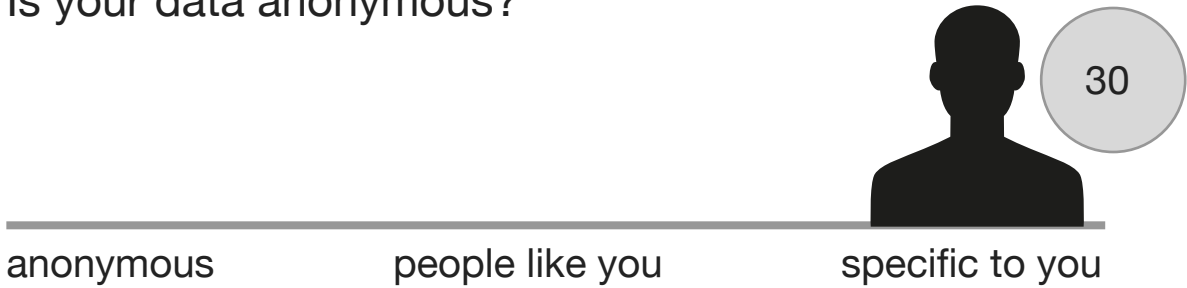


FIG. 4

Ads on Google

Search

Gmail

YouTube

Maps

Google Ads Across the Web

Google Ads Across the Web

Gender

Male

Visit your Google Profile

Male

Based on your Google profile

Age

25-34

Visit your Google Profile

25-34

Based on your Google profile

Languages

N/A

English, and 1 more

Edit

Based on the websites you've visited

Interests

Health Insurance

Edit

From your previous searches

Baby Care & Hygiene, and 14 more

Edit

Based on the websites you've visited

Advertisers' campaigns you've blocked

None

From your blocking activity

N/A

INTEREST DASHBOARD

Your Interests

Your Interest Profile won't be complete until January 27

Firefox needs 30 days of browsing history to show your complete interest profile. Until then, things may look incomplete (or even a little wonky).

11 INTERESTS

Total usage - all categories (past 30 days)

Updated 01/26/2015 at 10:14AM

Day 1

Day 30

TOP INTEREST SCORE

398

▼ 20%

498 last week

TOP RANKING

technology & ...

77% of total activity

SITES VISITED PER DAY

2 sites

▼ 40%

4 sites avg. last week

TIME SPENT PER DAY

coming soon

MOST VISITED SITES

1

google.com (708x)

2

people.mozilla.org (339x)

3

dropbox.com (300x)

4

phonebook.mozil... (258x)

5

flex-plan.com (246x)

6

mana.mozilla.org (237x)

7

docs.google.com (198x)

8

robinandersen.co... (195x)

9

intranet.mozilla... (183x)

10

twitter.com (180x)

RANK

CATEGORY

RECENT ACTIVITY

INTENSITY

1

technology & computing (407)

Friday, January 23, 2015

▼ 36%

2

personal finance (42)

Tuesday, January 13, 2015

▲ 18%

3

travel (19)

Friday, January 23, 2015

4

arts & entertainment (18)

Thursday, January 22, 2015

▼ 27%

5

weather (21)

Tuesday, January 20, 2015

NEW

6

automotive (7)

Wednesday, January 7, 2015

▼ 9%

7

careers (4)

Thursday, January 8, 2015

▲ 9%

8

business (2)

Tuesday, January 13, 2015

9

science (1)

Wednesday, January 7, 2015

▼ 27%

10

real estate (1)

Wednesday, January 7, 2015

▼ 27%

11

health & fitness (1)

Monday, January 12, 2015

Site Category-Specific Browser-level Privacy Settings Based on Site Types

Categorize sites by type and set default privacy and security settings accordingly. Reflect default settings in global Privacy settings and show active settings contextually in door hanger to re-emphasize defaults chosen by site type.

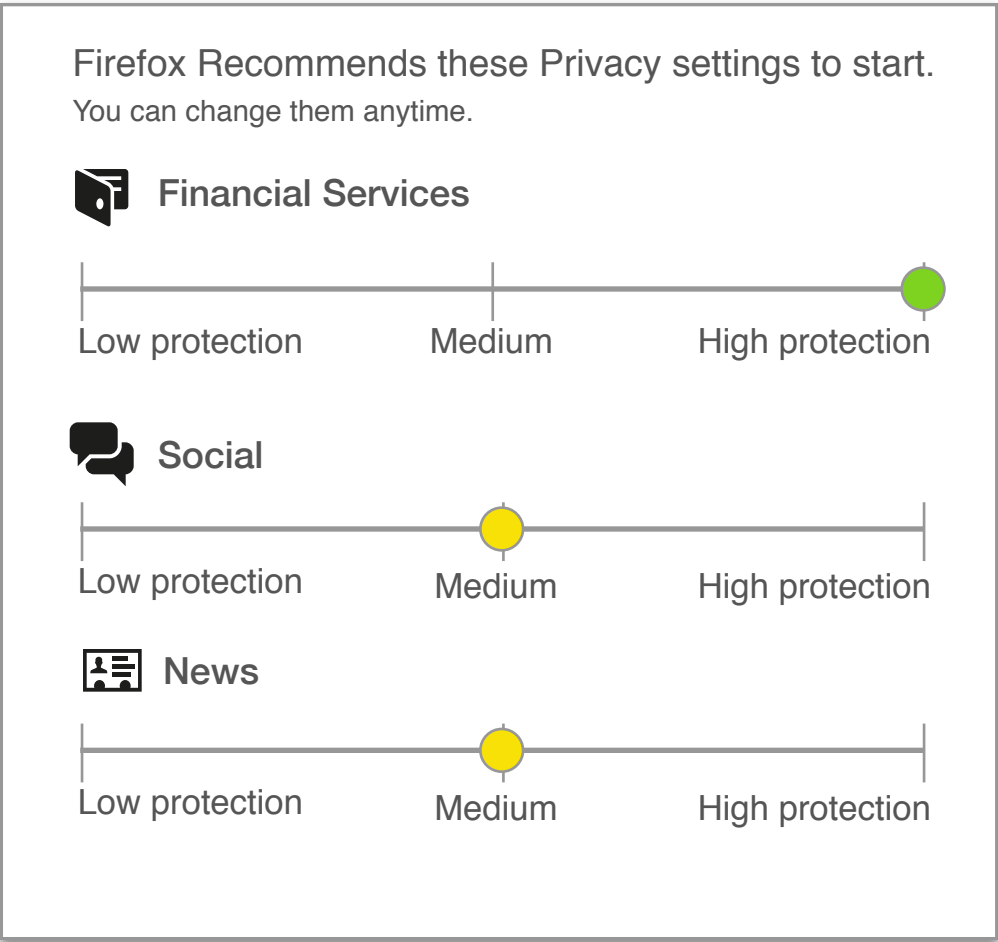
Example sites types might be:

News / Entertainment sites I visit

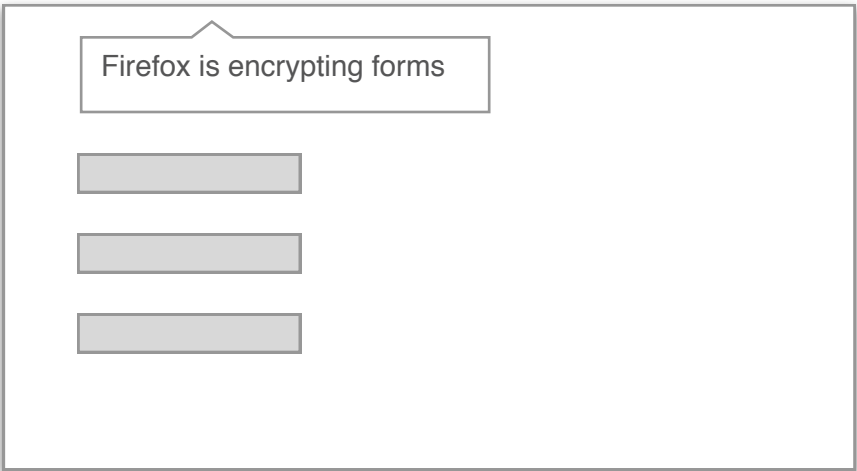
Social sites I visit

Financial services (banking/lenders)

Shopping sites



Ex. Encrypt all forms on Financial Services sites



Active Settings Readout

Privacy Info for NYtimes.com

Secure Connection
Verified by Google Inc.

Blocking Ad Trackers
Chart Boost
Ad Sense
Double Click

You visited this site 3 times this month

Edit Privacy Settings

Settings View

Privacy Settings for NYtimes.com

Require a secure connection ☒

Block advertising trackers from collecting my data ☒

Ignore Browsing History ☐

Permissions

Allow pop-up windows ☐

Allow location ☒

Permission #3 ☐

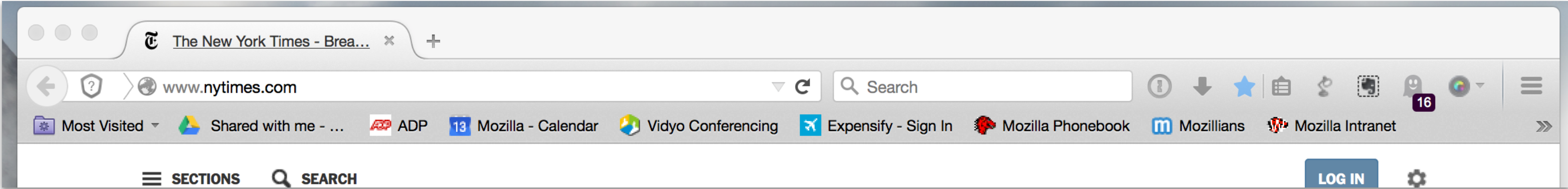
Permission #4 ☐

Save

Global

Explain What Tracking Protection Is Before User’s Opt In

Simplify privacy features to be focused around a few key concepts to present to users before they opt in to Tracking Protection. Group related privacy/security features into the door hanger so that users can access them as needed. Provide contextual help about different settings inline on hover.



Onboarding for Tracking Protection

animation to call attention

Making Browsing Even Better

Firefox has new privacy settings that block 3rd party sites from collecting data about you.

illustration

How It Works

When you visit websites, 3rd party trackers collect data about you, most often for Advertising.

Firefox will block these trackers.

What To Expect

Websites you visit will look different.

Certain ads will not be visible. In place you will see a shaded box.

Tracking Protection Settings

You can disable tracking protection at any time for all sites or for a specific site you’re on. Just click the shield icon that shows by the url bar.

Ready to protect your data?

Enable Tracking Protection

User Opt's In To Privacy Protection

Simplified Privacy Door Hanger

Privacy Settings for NYtimes.com

Tracking Protection enabled ⓘ

Force a secure connection ⓘ

Ignore browsing history ⓘ

Manage Browser Privacy Settings

Show Help Contextually as needed

when user hovers over (i)

Privacy Settings for NYtimes.com

Tracking Protection enabled ⓘ

Third party trackers are being blocked from collecting data about you.

Force a secure connection ⓘ

Take me to the secure version of this site and validate the site’s identity.

Ignore browsing history ⓘ

Do not save a record of each time I visit this site.

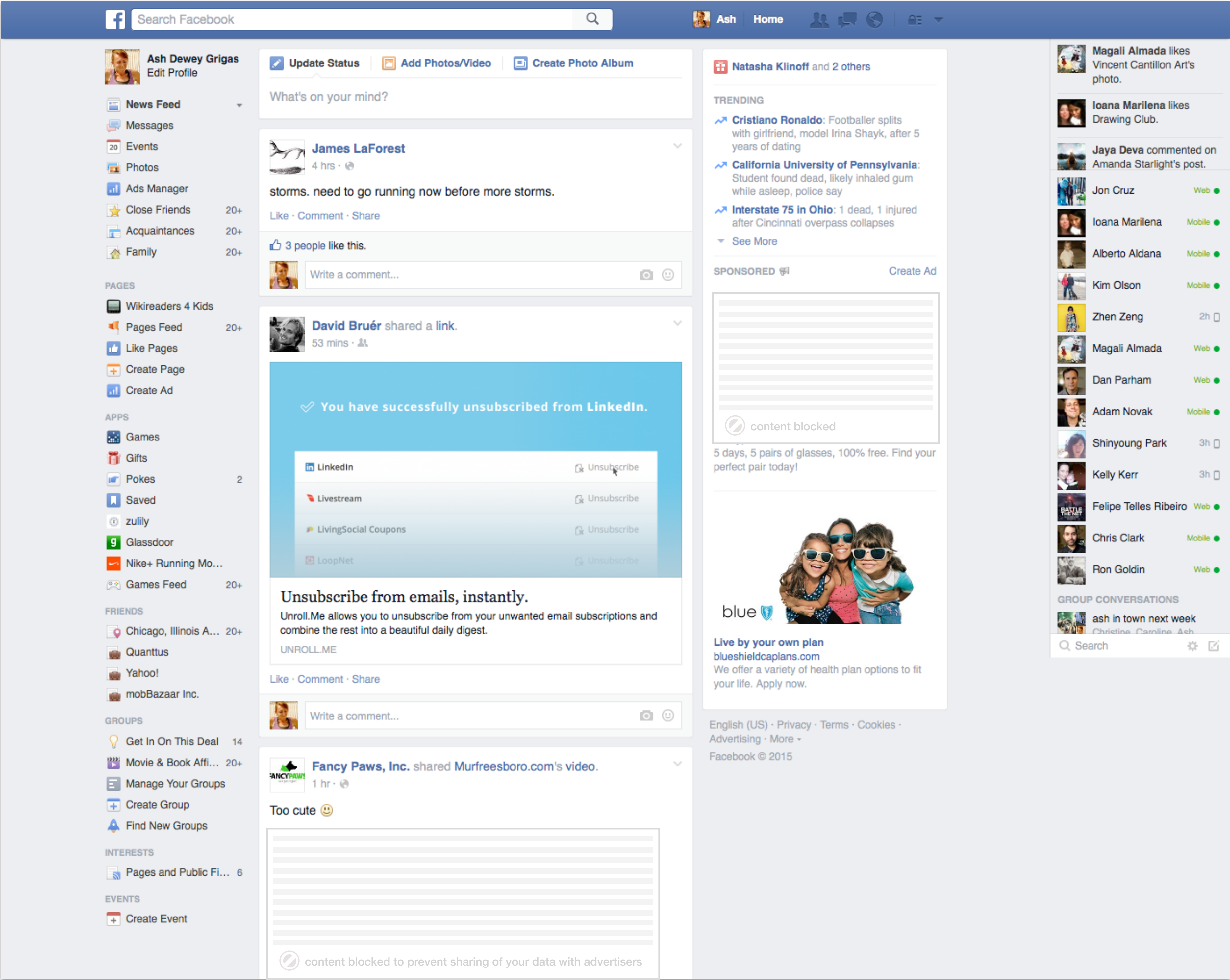
Manage Browser Privacy Settings

Global

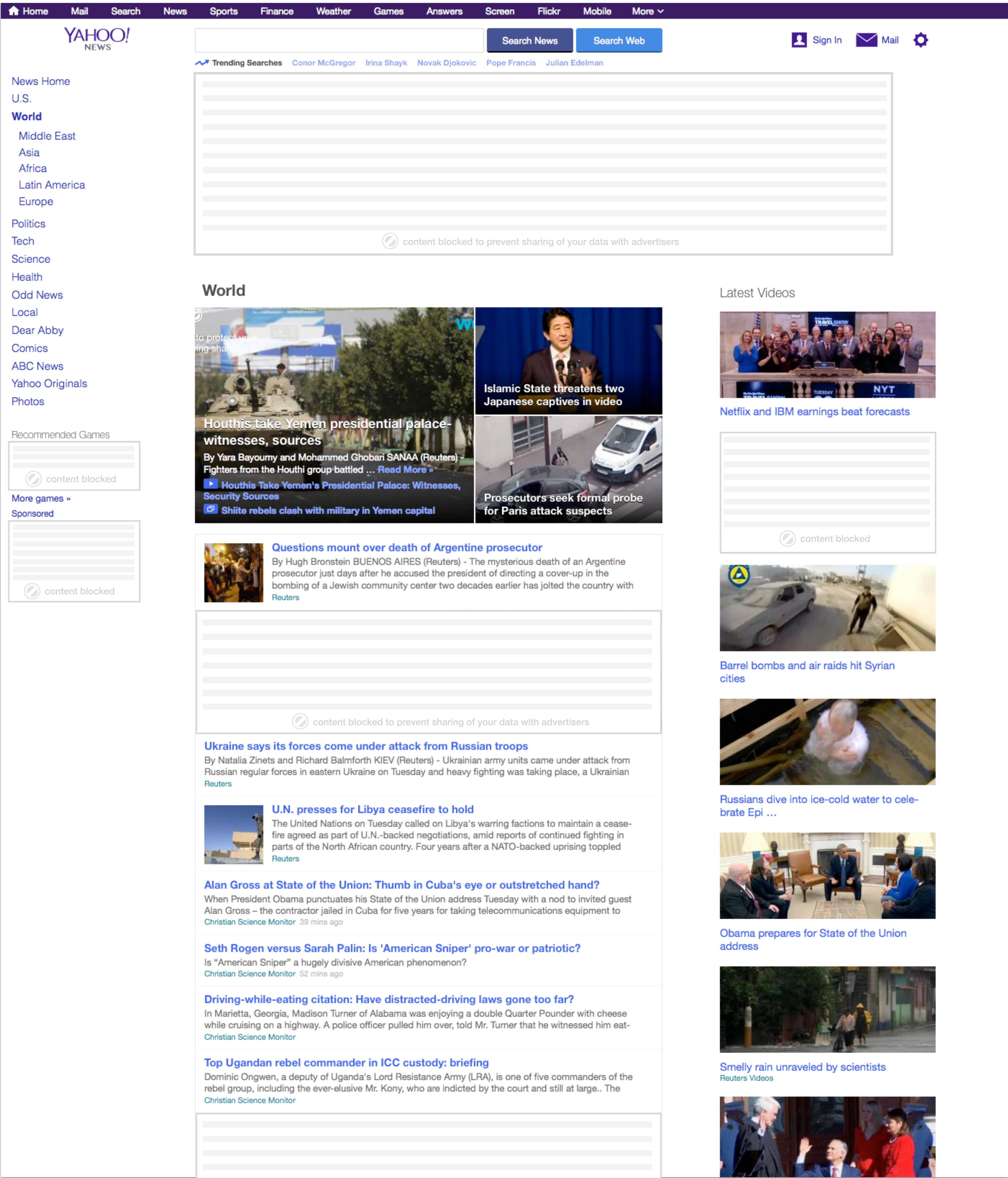
Visualize Changes to Page with Tracking Protection Enabled

Highlight page changes in a minimal and unobtrusive way. Allow users to interact to learn more about what is being blocked/why. Provide a treatment that works for both light and dark page designs.

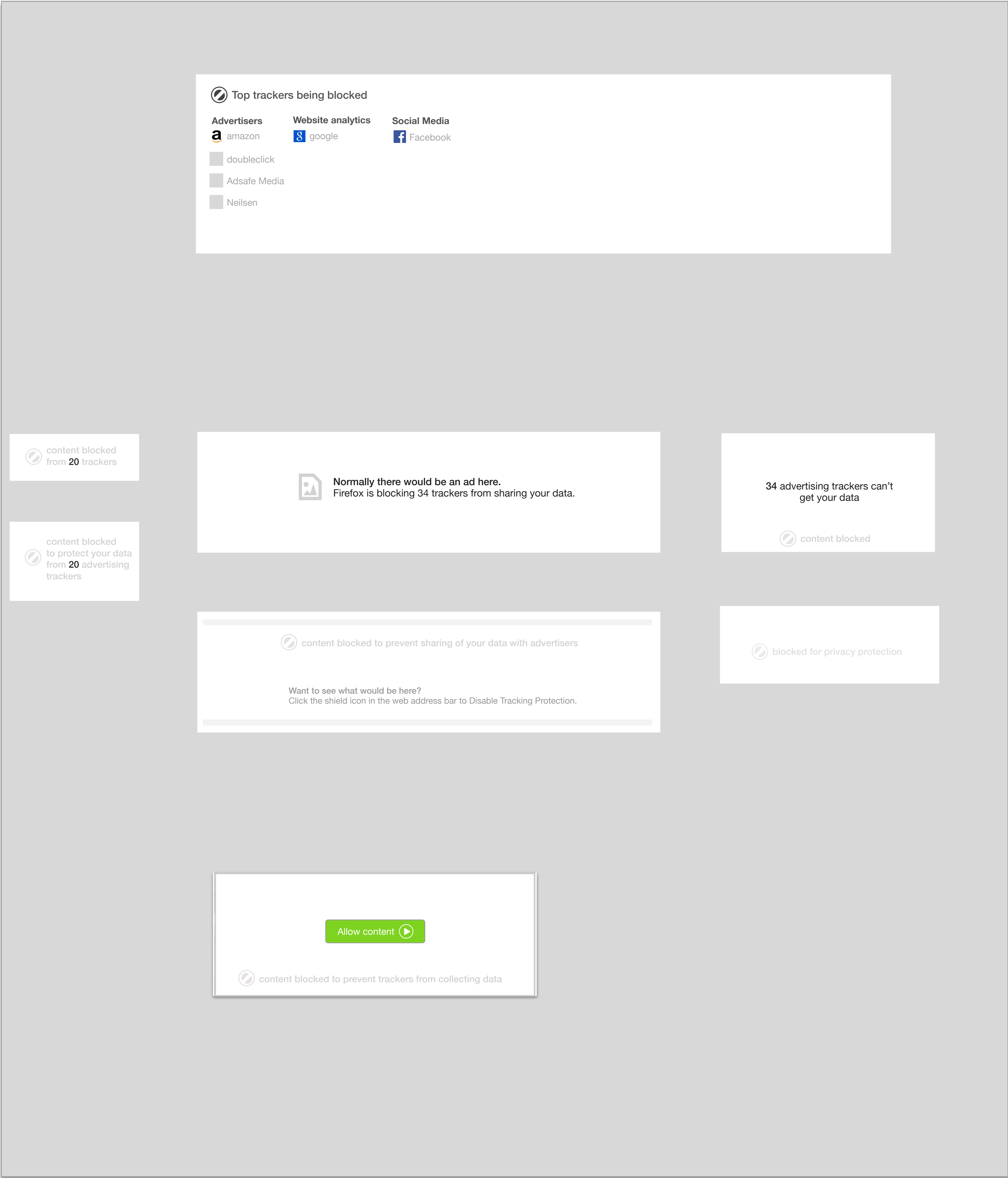
Default State Using Wireframe Style



Default State Using Wireframe Style



On Hover Style and Copy Explorations



General

Search

Content

Applications

Privacy

Sync

Advanced

Privacy and Security

General

☒ Warn me when sites try to install add-ons

Exceptions...

☒ Block reported attack sites and reported web forgeries

☒ Block pop-up windows

☒ Tell sites I do not want to be tracked and prevent sites that track me

History

Nightly will:

Remember history

Clear Browsing Data

Location Bar

When using the location bar, suggest:

☒ History

☒ Bookmarks

☒ Open tabs


Passwords

☒ Remember passwords for sites

☐ Use a master password

Privacy and Security

General

- ☒ Warn me when sites try to install add-ons
- ☒ Block reported attack sites and reported web forgeries
- ☒ Block pop-up windows
- ☒ Tell sites I do not want to be tracked and prevent sites that track me 

Exceptions...

History

Nightly will: Remember history

Clear Browsing Data

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When using the location bar, suggest:

- ☒ History
- ☒ Bookmarks
- ☒ Open tabs

Passwords

- ☒ Remember passwords for sites
- ☐ Use a master password