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Propositions belonging to the dissertation

Web Privacy Measurement in Real-Time Bidding Systems
A graph-based approach to RTB system classification

by Rob van Eijk

1. Real-Time Bidding (RTB) is connecting all current relevant data platforms including, among others, television, video, email, desktop, mobile web, and social means. (Chapter 1)

2. Notwithstanding the many (device) fingerprinting technologies counting third-party cookies remains a simple yet effective metric for Web Privacy Measurement. (Chapter 2)

3. Tag-Based Integration fulfills a crucial function in an RTB system. Therefore, it should not be regarded as functional technology which evades the transparency and consent requirements of Directive 2002/58/EC. (Chapter 4)

4. The Graph-Based Methodological Approach (GBMA) controls the occurrence of differences in consent implementations as a result of transposing the Directive 2002/58/EC into national law in European countries. (Chapter 4)

5. The *advertiser* is a (joint) controller for the re-targeted ad on a publisher's website when marketing its prospects.

6. It is a mistake that the work on the Platform for Privacy Preferences Project (P3P) and Do Not Track (DNT) has recently been discontinued. The need for objecting or consenting by automated means using technical specifications is more timely than ever before.

7. The contradiction between privacy and security is non-existing. Any philosophical debate on (1) the impact of technology on the privacy of end-users and (2) proportionality in combination with security would benefit from a view through the lens of two additional adjacent notions: autonomy and freedom.

8. Democracy is not a stable given; it is fragile. Therefore, the construction of a democracy should be, next to stable, sturdy and a bit flexible.[1]

9. Pushing boundaries is the result of relaxation during the effort.

1 See also, Mundt, R. J. (1997). Is Democracy Stable? Compared to What? A Preliminary Exploration. In *Apresentado no Annual Meeting of the American Political Science Association, em Agosto.*