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

Psychological methods aka "Dark Patterns" are used extensively to obtain consent.
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
How does analytics.txt look like for this website?

# analytics.txt file for www.analyticstxt.org
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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
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 ...
A fair balance between operator and user interests makes the web a better place.
Thanks, your questions are welcome.