INTRODUCTION
A group of major advertisers from DAA have created a framework for opting out of behaviorally targeted advertising with opt-out cookies. Opt-out cookies don’t stop ads from being shown to Internet users – and thus protect in part the income of websites and advertisers.

➢ In principle, the use of opt-out cookies on a site should prevent participants in the DAA alliance from tracking visitors’ personal information.
➢ We should not expect firms not participating in the alliance (i.e., non-DAA members) to reduce tracking in the presence of those opt-out cookies.

RESEARCH QUESTIONS
Our project investigates the impact on online tracking of users’ adoption of opt-out cookies on non-DAA members:
➢ Does tracking from non-DAA vendors decrease in presence of DAA opt-out cookies?
➢ If so, does the extent of reduction stay constant across site categories (e.g., news, shopping, social media)?

METHODOLOGY
➢ Our study relies on an ongoing large-scale randomized field experiment. Under IRB approval, we recruit participants from Amazon Mechanical Turk and install a custom-designed extension on their browsers.
➢ The extension randomly assign users to two browsing condition: either with opt-out cookies or with no treatment.
➢ All the meta-data of HTTP requests associated with users’ online browsing are collected. Taking advantage of different online tools, we classify those requests under four criteria which work as variables to identify targeted and non-targeted ads.

RESULTS & CONCLUSIONS
✓ Opt-out cookies reduce the amount of online tracking also from non-DAA vendors. (Table 1)
✓ The extent to which the tracking is reduced does not differ significantly across site categories. (Table 2)
✓ CONCLUSIONS: The adoption of opt-out cookies may have an unexpected spillover effect in terms of reducing tracking. The spillover effect remains constant across site categories.
✓ FUTURE WORK: We are collecting more data to test the robustness of the findings and investigate their underlying mechanism.

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