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P3P? What is it all about?

The Platform for Privacy Preferences Project (P3P) is being developed to improve the way web sites handle consumer data. When the next version of Internet Explorer is released (version 6) it could mean many web sites will be excluded due to the absence of a valid P3P privacy policy.

Therefore, you could ignore this at your peril!

So what do you need to do? Make your web site compliant now. Below we take you through the basics - yes its overwhelming at first if you haven't used XML before but we have simplified it for you to make implementing it as easy as possible and FREE to complete.

There are four simple steps to follow, this is only the BASIC setup of P3P, you should visit <http://www.w3.org/P3P/> if you require more comprehensive details.

1. Create a file named **p3p.xml** using your text editor (use a text editor that shows the text colours as it will make it easier to edit) and cut and paste the following into the file (press ctrl+a to select then ctrl+c to copy), then edit the red text changing it to your details. When done upload the file to your web site into:
/public_html/w3c/p3p.xml

```
<META xmlns="http://www.w3.org/2000/12/P3Pv1">
<POLICY-REFERENCES>
<POLICY-REF about="http://www.YourDomainName/w3c/policy.xml">
<!-- Portions of the site covered -->
<INCLUDE>*</INCLUDE>
<!-- Portions of the site excluded -->
<EXCLUDE>FolderNotToBeIncluded/</EXCLUDE>
</POLICY-REF>
</POLICY-REFERENCES>
</META>
```

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2. Create a file named **policy.xml** using your text editor and cut and paste the following into the file, then edit the red text changing it to your details. When done upload the file to your web site into:
/public_html/w3c/policy.xml

```
<?xml version="1.0" encoding="UTF-8" ?>
<POLICY xmlns="http://www.w3.org/2000/12/P3Pv1" discuri="http://www.YourDomainName/privacypolicy.html">
<ENTITY>
<DATA-GROUP>
<DATA ref="#business.contact-info.telecom.telephone.loccode">000</DATA>
<DATA ref="#business.contact-info.telecom.telephone.number">000</DATA>
<DATA ref="#business.contact-info.postal.country">UK</DATA>
<DATA ref="#business.name">YourCoName</DATA>
<DATA ref="#business.contact-info.postal.city">YourTown</DATA>
<DATA ref="#business.contact-info.postal.street">YourStreet </DATA>
<DATA ref="#business.department">Privacy Dept</DATA>
<DATA ref="#business.contact-info.postal.name.given"></DATA>
<DATA ref="#business.contact-info.online.email">YourEmail@YourDomainName</DATA>
<DATA ref="#business.contact-info.postal.postalcode">YourPostcode</DATA>
<DATA ref="#business.contact-info.postal.stateprov">\n/a</DATA>
<DATA ref="#business.contact-info.postal.name.prefix"></DATA>
<DATA ref="#business.contact-info.online.uri">http://www.YourDomainName</DATA>
<DATA ref="#business.contact-info.postal.organization">YourCoName</DATA>
</DATA-GROUP>
</ENTITY>
<ACCESS><all/></ACCESS>
<DISPUTES-GROUP>
<DISPUTES resolution-type="service" service="http://www.YourDomainName/YourComplaintsInfoPage.html" short-
description="Customer Service">
<LONG-DESCRIPTION>If an individual wishes to complain they should follow the details given on:
http://www.YourDomainName/YourComplaintsInfoPage.html </LONG-DESCRIPTION>
<REMEDIES><correct/></REMEDIES>
</DISPUTES>
</DISPUTES-GROUP>
<STATEMENT>
<PURPOSE><current/><admin/></PURPOSE>
<RECIPIENT><ours/></RECIPIENT>
<RETENTION><stated-purpose/></RETENTION>
</DATA-GROUP>
<DATA ref="#dynamic.clickstream"/>
<DATA ref="#dynamic.http"/>
<DATA ref="#user.home-info.online.email"/>
</DATA-GROUP>
</STATEMENT>
</POLICY>
```

3. Cut and paste the following, adding it between the HEAD tags of your homepage (the filename will be either: index.html, index.htm, index.asp or index.php), don't forget to edit the red text changing it to your details.

```
<meta http-equiv="P3P" content='policyref="http://www.YourDomainName /w3c/p3p.xml"'>
<link rel="P3Pv1" href="w3c/p3p.xml" type="text/xml">
```

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4. When the above steps are complete you can check your site for P3P compliance at:

<http://www.w3.org/P3P/validator/20001215/>

**We hope you have found this article useful,
if so pass it onto a friend or colleague provided you send it in its entirety ;-)**

We can NOT offer individual support on any details within this document.

For more information you should goto:

<http://www.w3.org/P3P/>

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