

The background is a blue-toned collage. It features several stylized eyes of various sizes and colors (white, blue, black). Interspersed among the eyes are blue arrows pointing in different directions. There are also faint, semi-transparent text elements scattered throughout, including words like 'CIPIEN', 'TA GROUP', 'TATMENT', 'ATAO', 'TAG', 'ATAC', 'FURTHER', and 'LOW'.

“The World Wide Web Consortium, the group that designs standards for the Web, is creating a new way [P3P] for Web sites to transmit the site’s privacy policy automatically, and allow users to signal only the information they are willing to share.”

**— *The New York Times*
2/22/2000**

“P3P will help responsible online businesses empower users to choose the privacy relationship best for them.”

**— Christine Varney,
former FTC Commissioner**