

## Appendix 4

The html code:

Proposition 1

```
<!DOCTYPE html>
<html>
<body>
  <div align="justify"> Websites and third-parties (such as advertisers) can track your data to develop
  new technologies, to adapt the content you see in function of your tastes or to offer ads that are
  more likely to interest you. However, intrusive tracking isn't needed for websites to operate. New
  privacy regulation gives the possibility to choose if by default: <p> <p/>(1) you accept the tracking of
  your data which will give you a personalized online experience. <p> <p/>(2) you would like to only
  share data necessary for a well-functioning online experience. <p> <p/> This choice will be your
  default on all websites. If you want to share few data by default, you will still be offered to accept to
  share more data on a website when you first visit it. </div>
  <p> <p/> Default: &nbsp; &nbsp; &nbsp;<button type="button" onclick="alert('Tracking accepted')">(1) I
  want a personalized experience</button> &nbsp; &nbsp; &nbsp;<button type="button"
  onclick="alert('Tracking prohibited')">(2) I want to share few data</button>
</body>
</html>
```

Alternative 4:

```
<!DOCTYPE html>
<html>
<body>
  <div align="justify"> Websites and third-parties (such as advertisers) can track your data to develop
  new technologies, to adapt the content you see in function of your tastes or to offer ads that are
  more likely to interest you. However, intrusive tracking isn't needed for websites to operate. New
  privacy regulation gives the possibility to choose if by default: <p> <p/>(1) you would like to only
  share data necessary for a well-functioning online experience. <p> <p/>(2) you accept the tracking of
  your data which will give you a personalized online experience. <p> <p/> This choice will be your
  default on all websites. If you want to share few data by default, you will still be offered to accept to
  share more data on a website when you first visit it. </div><p> <p/>
  Default: &nbsp; &nbsp; &nbsp;<button type="button" onclick="alert('Tracking prohibited')">(1) I want to
  share few data</button> &nbsp; &nbsp; &nbsp;<button type="button" onclick="alert('Tracking
  accepted')">(2) I want a personalized experience </button>
</body>
</html>
```

Proposition 1 add-on

```
<!DOCTYPE html>
<html>
<body>
  <div align="justify"> Websites and third-parties (such as advertisers) can track your data to develop
  new technologies, to adapt the content you see in function of your tastes or to offer ads that are
```

more likely to interest you. However, intrusive tracking isn't needed for websites to operate. A new privacy add-on gives the possibility to choose if by default: `<p> <p/>(1) you accept the tracking of your data which will give you a personalized online experience. <p> <p/>(2) you would like to only share data necessary for a well-functioning online experience. <p> <p/>` This choice will be your default on all websites. If you want to share few data by default, you will still be offered to accept to share more data on a website when you first visit it. `</div><p> <p/>`

Default: `&nbsp;&nbsp; <button type="button" onclick="alert('Tracking accepted')"> (1) I want a personalized experience</button> &nbsp;&nbsp; &nbsp; <button type="button" onclick="alert('Add-on downloaded')">(2) I want to share few data</button>`

`</body>`

`</html>`