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# HTML 5 Bringing New Privacy Risks

A lot of big changes in the internet are being brought by the recent developments in web content language.

Specifically, some internet analysts expect these changes to include increasing privacy risks and security threats, according to a recent New York Times report.

The fifth edition of Hypertext Markup Language, commonly referred to as HTML 5, has already been introduced in limited use. The technology has been hailed as an upgrade to web content language that should facilitate the use of multimedia content, access to offline email and mobile web browsing, according to the New York Times.

James Cox told the new provider that "It's not just HTML 5. It's the new web," the freelance consultant and software developer at Smoke clouds added, "It's going to change everything about the internet and the way we use it today."

However, some of these new features that come with HTML 5 include new capabilities to track specific web browsing, which could lead to privacy violations among internet users. The design of HTML 5 makes tracking easier because it collects and stores web activity while users are online, giving online advertisers, government agencies and cyber criminals access to months of records pertaining to users' personal information exchanged on the web. Hakon Wium Lie, the chief technology officer at web browsing company Opera, told the Times HTML 5 "gives trackers one more bucket to put tracking information into," by monitoring information such as location, emails and online shopping cart contents.

"HTML 5 opens Pandora's box of tracking in the internet," Pam Dixon, the executive director of the World Privacy Forum in California, told the Times.

With its intention to eliminate the negative hype of HTML 5, the World Privacy Forum is holding a 2-day seminar for internet users to come up with a workable concession that will permit them to get the benefits of HTML 5 on their PCs without compromising their privacy

"There is accountability," Ian Jacobs, head of communications at the consortium, told the New York Times. "This is not a secret cabal for global adoption of these core standards."

On the other hand, several internet analysts are saying that it is a matter of having more control among internet users. Samy Kamkar, the infamous creator of a worm that caused quite a headache to MySpace in 2005 and known to develop internet cookie for advanced web tracking, told the New York Times that internet security and privacy risks can be eliminated by allowing more individual freedom to use the advanced monitoring of online marketers.

"I think it's OK for them to say we want to provide better service," Kamkar said about advertisers monitoring consumer web traffic. "However, I should also be able to opt out because it is my computer."

the end, it is the internet users that are torn between the pros and cons of HTML 5.

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