Before you implement DoH worldwide you MUST first integrate into firefox a way for end users to enable, configure, and use DNS-based content blocking.

DoH is a double edged sword when it comes to protecting people against privacy abuses. It's great that DoH avoids ISP and Government interference and spying, but it destroys your end users' DNS-based methods to block known malicious sites, trackers, pornography, etc.

Case study on Facebook: One of the only ways to reduce them from tracking you is to block all known domain names for Facebook services.

Parents need effective ways to block content for their children. Being able to use DNS blocklists is an essential tool in the toolbox for parents.

Pi-hole is an open source project. Why don't you reach out with them? They already have a robust web-based approach to DNS content blocking. I'm sure they would be thrilled to work with the Mozilla team.

FF user since 2004. Don't fuck this one up...

- Jon Duncan