

Search

# Privacy Technology and You

Shelby Cunningham

Carnegie Mellon University Computer Club

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Why am I focusing on browsers? Search

Web trackers, page elements used for targeted advertising, have a (relatively) long history and are extremely common to this day.

Third-party tracker cookies, web beacons that transfer information from other pages to your current page, and other various analytic tools all scrape all sorts of information from your browser.

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Trackers, The Early Days Search

DoubleClick, now owned by Google, merged with Abacus in 1999 and matched browsing habits with personal information.

They were investigated by the FTC in 2000 over the practice because of privacy concerns. Today, the exact same method of user profile formation is more extensive and sophisticated than ever.

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Early Attempts to Fight Back Search

The Platform for Privacy Preferences Project (P3P) encouraged websites to declare data collection and privacy practices in a short, simple format that users could easily understand.

Only Internet Explorer supported it.

Even in 2002, websites didn't take P3P seriously and subverted privacy notification and preference measures. Now, there is more we can do to fight back.



Privacy lite Search



Tracking

- Request that sites not track you [Learn More](#)
- Use Tracking Protection in Private Windows [Learn more](#)

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Search Pick a better search engine. Search



DuckDuckGo

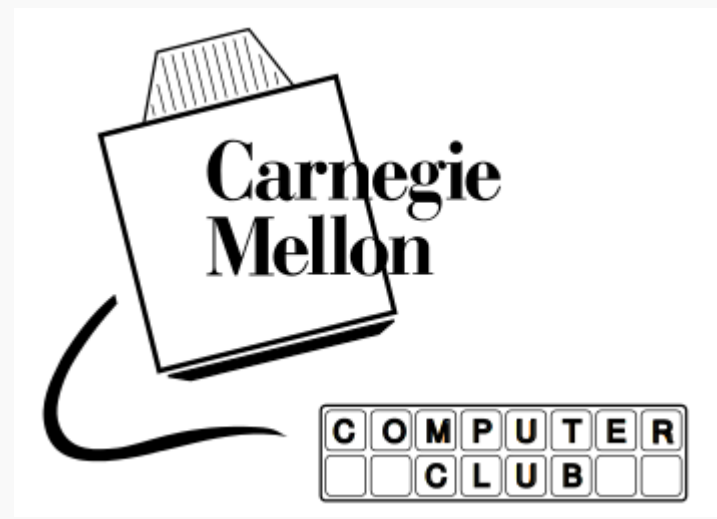




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# Disable Unsecure Page Elements!



How to delete old accounts Search



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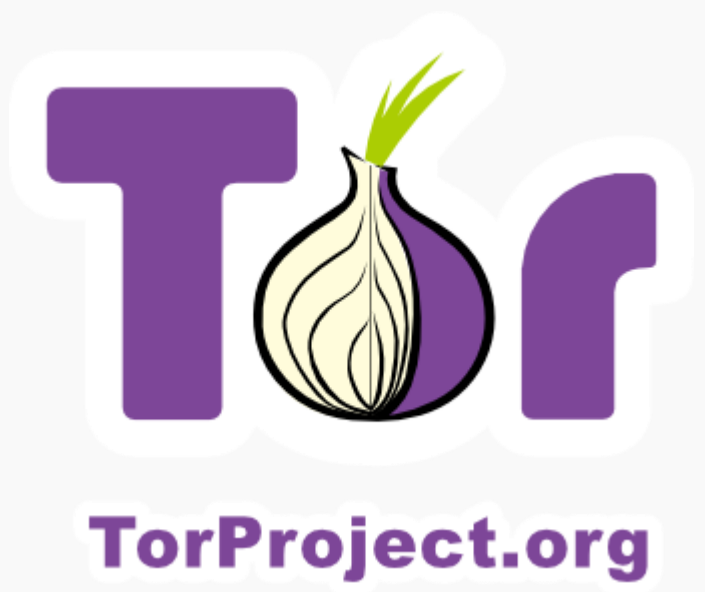
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## Publicly Available Proxy Servers

Some are better for anonymity than others. Go international.

Beware: Free proxies still contain tracker-related pitfalls. They often support themselves through advertising and are run cheaply.

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Onion routing: Packets routed through multiple servers, containing layers of encryption like that of an onion.

Not a license to disregard all other measures. Don't use JavaScript, Flash, Google, etc.





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# The Hardest One of All

Change your life.

Facebook, Google, Amazon, and other rich and powerful companies seem indispensable today. It's hard.

You can do it. Maybe if we all do, we'll have control again.



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Only you know everything about yourself.

You have at least some control over what goes out. Exercise it.

Fight the moneymakers who want to take that control away.