

Say no to Personalised Ads

Abstract

With the uprise of social media, personal information of people are harvested in the name of personalised ads making it the most profitable business. Recently with new Apple Advertising & Privacy, more and more people have started taking personal information security as main concern. According to report more and more people are using apple's security feature, but apple devices just represent 1% of total active devices. (<https://support.apple.com/en-in/HT205223>)

Objective

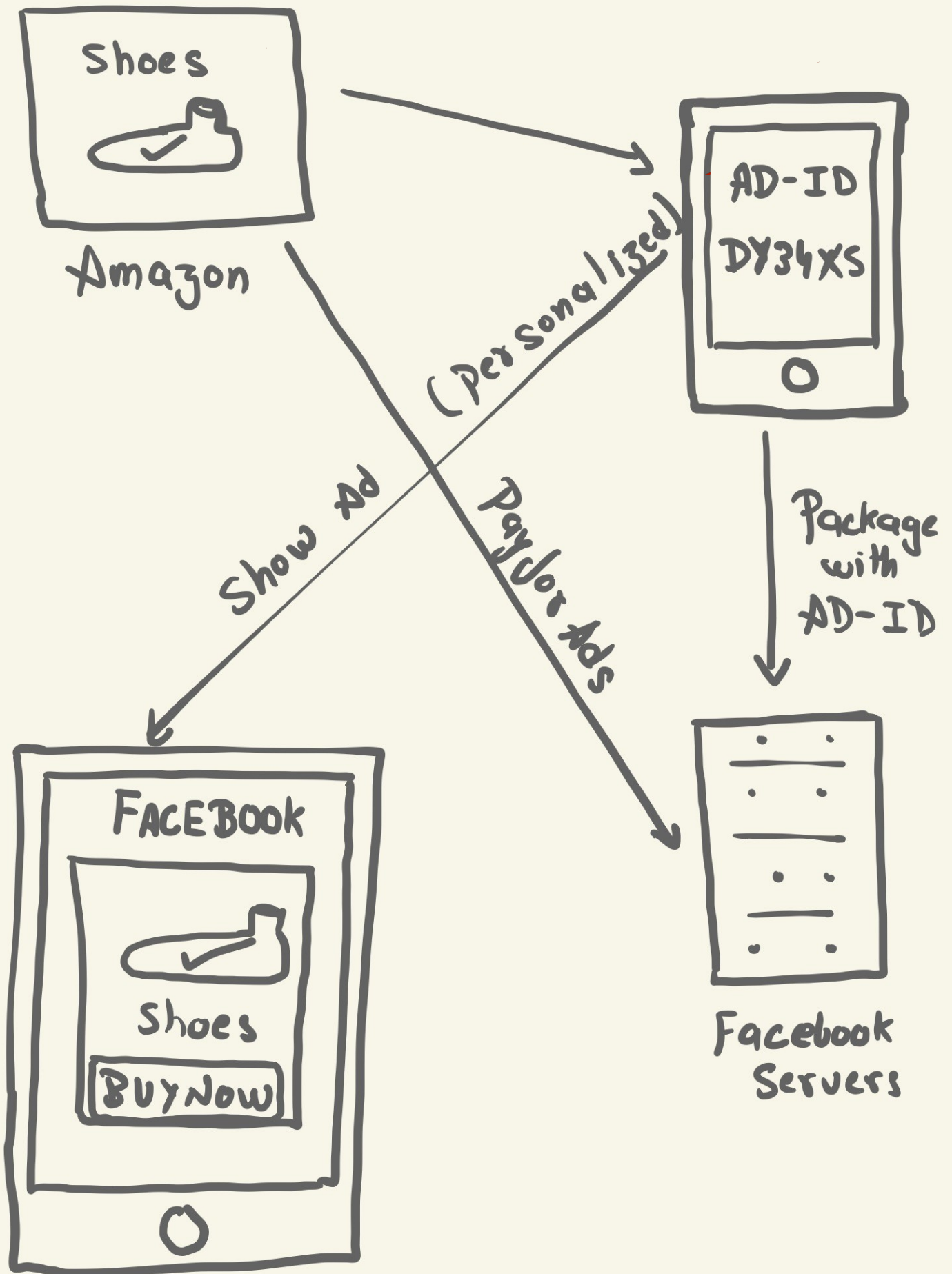
Privacy should be free and should be available to everyone
-Navi Sureka

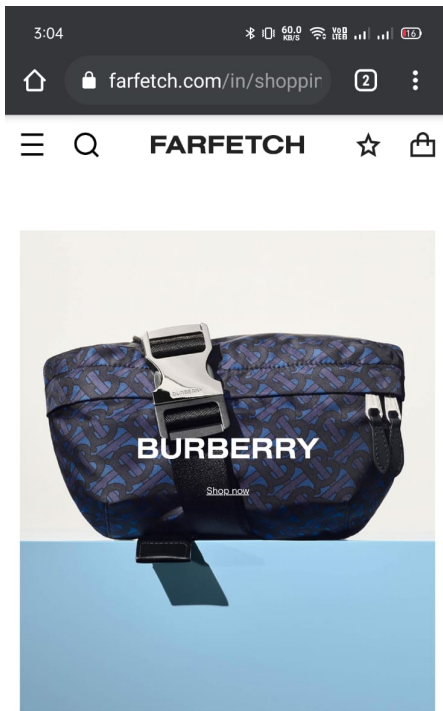
The Objective is to create a third-party distributed system for android which will block companies to harvesting personal data and selling it to ad companies.

Available solutions

This is available in all apple devices with new IOS-15. But android being a Google product, and Google being one of the biggest ad-based company will never provide such service to it's user.

We can use VPN but still no matter what we do, but our AD-ID will be linked.



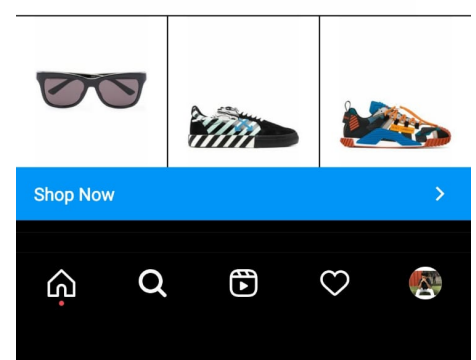
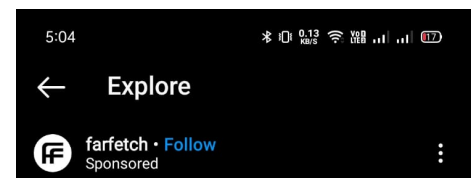


At 3:04 pm, A google search was made of a website named (farfetch.com), an online clothing retail.

New in: hand-picked daily
from the world's best
brands and boutiques

At 5:04 pm, we receive an ad of same website showing products which we searched on the website 2 hrs age.

Stopping the share of personal information across web-client is the main objective of the project.



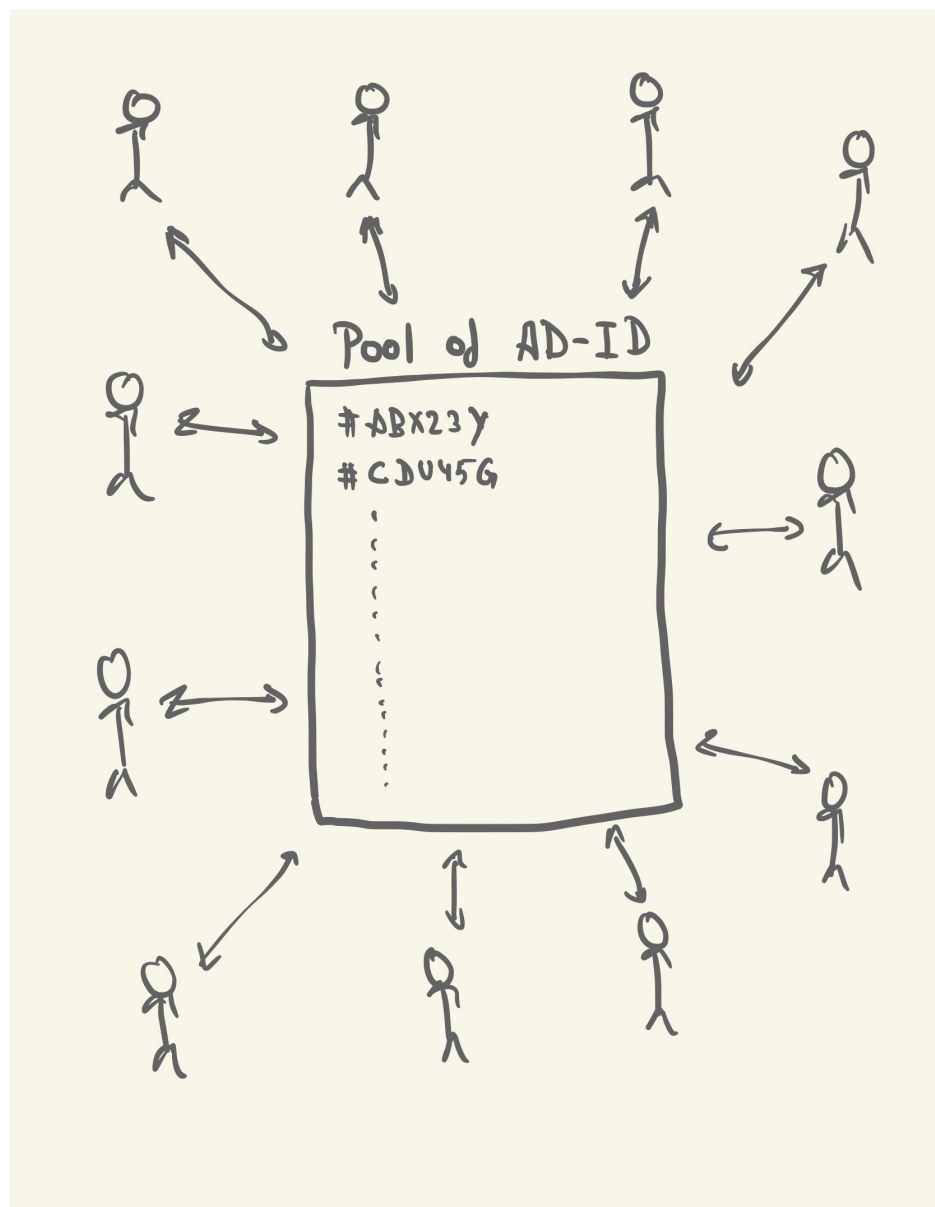
Initial Idea and Solution

A distributed system similar to decentralise network where people who are interested to protect them from

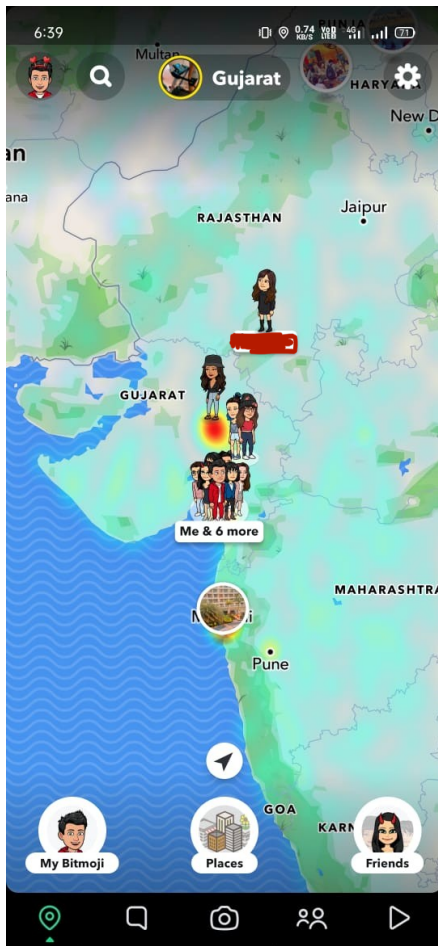
Personalized Ads can signup and enjoy the service.

We can spoof the Ad-id of all the users logged in to the server and also keep jumping the geolocation while keeping the same IP. (As most of the online system detect the IP spoofing and block the user from using the service).

Our goal is just to keep our Ad-ID safe.



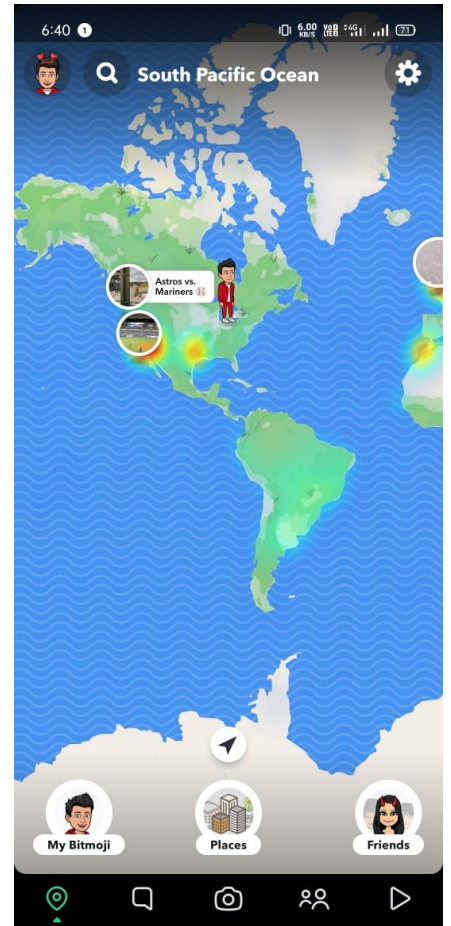
Geo Spoofing (POC)



Surat (India)



Germany



U.S.A

Proposed Model

An android app with will require administration rights to read AD-ID and whenever user logs to any other website which uses AD-ID to link Ad's will encounter one of Random (but valid) AD-ID of some other user in the world and will fail to provide personalised ads.

General Instruction regarding application

- * To get the details of our device, we will need a rooted device (still looking for a solution which will require no root access).
- * Current IP is captured using API call (<https://www.ipify.org/>)
- * Current location is captured using API call (google map API)

AD-ID Structure

