Review of "The Price of Free: Privacy Leakage in Personalized Mobile In-App Ads"

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It has been long understood and studied that personalization improves the effectiveness of web advertising, but there is little research on mobile ad personalization regarding to how and to what degree privacy information is being leaked. Moreover, authors collect data from real users and do a pretty comprehensive systematic analysis for the demographic privacy leakage in app advertisement. Comparing with previous, they do lot of novel analysis and measurement as following:

1. For their experiment design, a novel but systematic method is used for collecting real user data as ground truth. Though around 200 subjects are recruited for their experiment, it is more reasonable than previous synthesized users.

2. This paper distinguish the demographic information from personal interest information, and tell a different story that demographic based targeting has already widely used in mobile app ads.

3. A key point was proposed that app developer in this paper can be an adversary, who can infer demographic information from ads delivered by ad networks.