**Summary of “Oh, the Places You’ve Been! User Reactions to Longitudinal Transparency About Third-Party Web Tracking and Inferencing”**

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**Abstract.** This paper throws light on the extent up to which Internet companies track users’ online activity and make inferences about their interests, their location and every possible useful data, which are then used to target ads, personalize their web experience and also how the consumers are unaware of it. Targeted advertising has come under increasing scrutiny as a threat to privacy. Earlier work has shown that existing privacy-protective tools give users only a limited understanding and incomplete picture of online tracking. People do not understand how they are tracked across websites, nor how their interests are inferred. So, through this paper authors introduced Tracking Transparency, a browser extension to communicate more information about online tracking to users and to support research into the impact of transparency. It provided detailed descriptions of tracking to users in their own browsing. The extension used a client-side topic modeling algorithm to categorize pages that the users visit and combined this with data about the web trackers encountered overtime to create visualizations. Authors then conducted a longitudinal field study in which 425 participants used one of six variants of extension for a week. These new types of visualizations led to increased intention to take privacy-protective actions, especially compared to the static text typical of advertising networks’ disclosures. It also increased both participants’ knowledge of how inferences are inferred from browsing data and participants’ ability to quantify the extent of the tracking ecosystem.

**Contributions.** Through this paper authors introduced Tracking Transparency, a privacy-preserving browser extension that visualizes examples of long-term, longitudinal information that third-party trackers could have inferred from users’ browsing compared to prior tools which provided limited insight into longitudinal tracking and did not explain what companies have learned and inferred about users’ interests over the long term.

The paper also studied/measured how visualizing longitudinal and inference-level information about online tracking impacted users’ knowledge, perceptions, and attitudes as without greater public awareness about the scope and practices of online tracking, advancing privacy-friendly policies or regulatory options is unlikely.

**Weaknesses.** The authors have created the tracker which are helpful only for people with an interest in learning more about online tracking and privacy, i.e., younger population, but their tracker does not target all the other age groups or people of varied interests which posses a limitation to one of their contributions.

The paper also surveys only the desktop browsers and not the mobile apps or browsers which is more likely to hold sensitive data and have more precise location data as well.