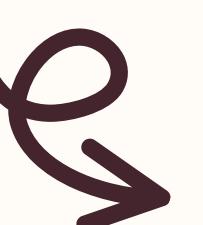


PRIVA-SEE

PROJECT

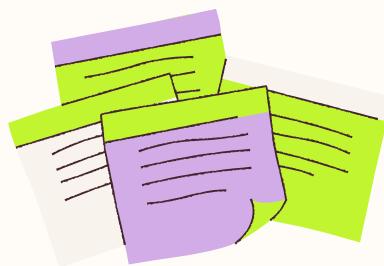
YOUR PATH TO DATA PRIVACY



October 31st, 2024



PRIVA-SEE



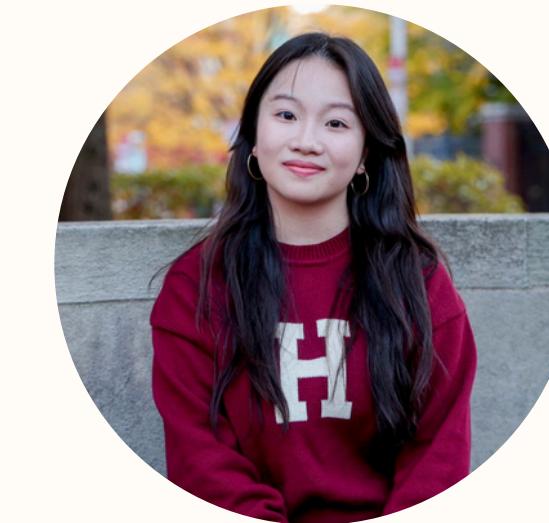
TEAM PRIVACY CHAMPIONS



ADITI



GLO



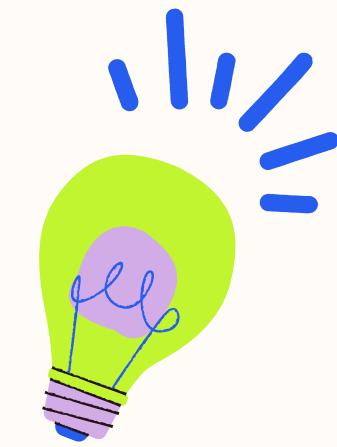
SAMMI

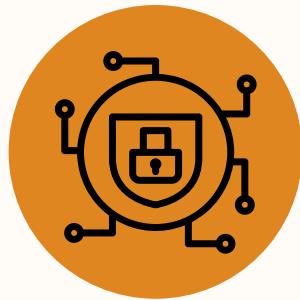


SHIRA



YEAB





PRIVA-SEE



**RAISE YOUR HAND IF YOU'VE
EVER ACTUALLY READ THE
TERMS AND CONDITIONS ON
A WEBSITE BEFORE
CLICKING 'ACCEPT'**





PRIVA-SEE

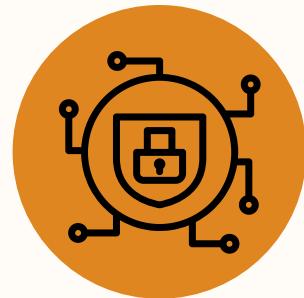
**IMAGINE YOU
AND YOUR
PARTNER ARE
EATING AT A
RESTAURANT IN
DISNEY
SPRINGS...**





PROBLEM STATEMENT

- **Over 90% of consumers** accept terms and conditions without reading them
- Reading all the privacy policies we encounter in a year would require **76 full workdays**
- Avoid another Disney+ situation: we need a **faster and easier way** to read terms and conditions



PRIVA-SEE

OUR SOLUTION

AND OUR PRODUCT

A+

Graded Scores

**Customizable
info about your
privacy**

**Empowering Choices,
SIMPLIFYING PRIVACY**

Get a Summary

Lore ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incididunt
ut labore et dolore magna aliqua.

Get a Grade

Duis aute irure dolor in reprehend
erit in voluptate velit esse cillum
dolore eu fugiat nulla pariatur.

Get Recommended

Ut enim ad minim veniam, quis
nostrud exercitation ullamco
laboris nisi ut aliquip ex ea
commodo consequat.



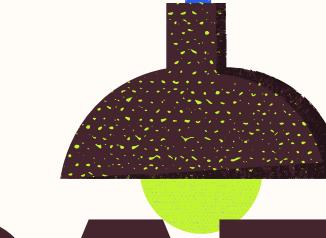
**Personalized
Recommendations**



**Any service,
any time**



PRIV-A-SEE



OUR DATA

| service | full_text_clean | support_text_clean | parent_privacy_issue | privacy_issue | classification | review_status |
|------------|-------------------------------------|---|----------------------|--|----------------|---------------|
| ShapeShift | Terms of Service CareersTesti... | ShapeShift will be free to use any ideas conce... | Ownership | This service takes credit for your content | bad | NOT APPROVED |

"**Terms of Service; Didn't Read**"

(ToS;DR): rates and analyzes
the terms of service and privacy
policies of major websites

Scraped training data
from the ToS;DR website:
privacy issues,
detailed annotations.

Service
Full text
Support text

Parent privacy issue
Privacy issue





PRIVA-SEE

OUR MODEL

Using **annotated** dataset to train a model to
identify privacy concerns. Our model has
the following capabilities:

01

IDENTIFY PRIVACY ISSUES

LOGO

Summarize

Grade

Recommend

Upload



Drag & drop files or [Browse](#)

Supported formats: JPEG, PNG, GIF, MP4, PDF, PSD, AI, Word, PPT

UPLOAD FILES

Uploading - 3/3 files

Terms_and_Agreements.png

Article1_Case15.pdf

Netflix_DisneyPlus_CourtCase.pdf

Done:

YOUR SUMMARIZED TEXT IS BELOW

Section A

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Section B

- Curae bibendum volutpat pellentesque commodo; lobortis sagittis. Sit blandit varius cubilia; sit dis vivamus nunc auctor.
- Vivamus est maximus viverra magna viverra parturient consequat metus vivamus.
- At placerat lorem hendrerit viverra vivamus maximus. Euismod taciti etiam ultricies, inceptos auctor tristique.
- Ultricies mollis tellus risus tincidunt; suscipit sagittis aptent sit. Convallis per id dis pharetra conubia; pulvinar nostra. Vivamus est maximus viverra magna viverra parturient consequat metus vivamus.

Section C

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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- Vivamus est maximus viverra magna viverra parturient consequat metus vivamus.
- At placerat lorem hendrerit viverra vivamus maximus. Euismod taciti etiam ultricies, inceptos auctor tristique.
- Ultricies mollis tellus risus tincidunt; suscipit sagittis aptent sit. Convallis per id dis pharetra conubia; pulvinar nostra. Vivamus est maximus viverra magna viverra parturient consequat metus vivamus.

02

GRADE YOUR SERVICE

LOGO

Summarize

Grade

Recommend

Upload



Drag & drop files or [Browse](#)

Supported formats: JPEG, PNG, GIF, MP4, PDF, PSD, AI, Word, PPT

UPLOAD FILES

Uploading - 3/3 files

Terms_and_Agreements.png



Categories | Value

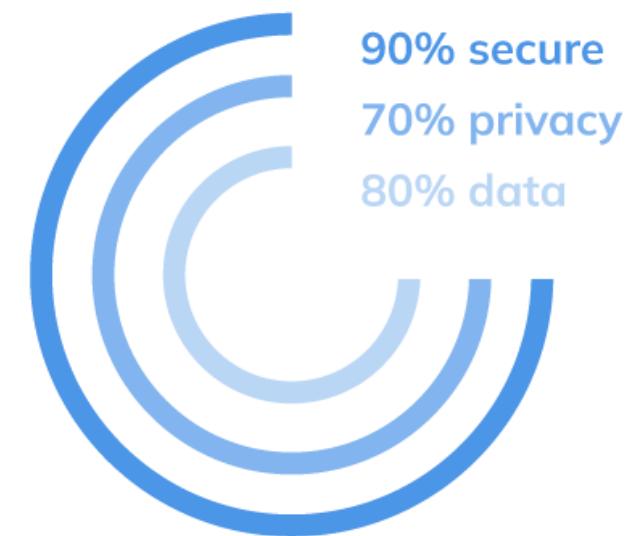
Privacy  80%

Security  50%

Data  72%

Done!

Based on your values, [COMPANY NAME] has met
90% of your ideal privacy standards.



- Curae bibendum volutpat pellentesque commodo; lobortis sagittis. Sit blandit varius cubilia; sit dis vivamus nunc auctor.
- Vivamus est maximus viverra magna viverra parturient consequat metus vivamus.
- At placerat lorem hendrerit viverra vivamus maximus. Euismod taciti etiam ultricies, inceptos auctor tristique.
- Ultricies mollis tellus risus tincidunt; suscipit sagittis aptent sit. Convallis per id dis pharetra conubia; pulvinar nostra. Vivamus est

03

RECOMMENDATION GENERATOR

LOGO

Summarize

Grade

Recommend

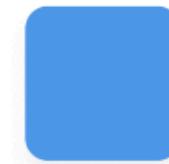
I'm looking for

A matchmaking platform that connects individuals based on xyz and doesn't check chat conversations...

SEARCH FOR APPLICATIONS

Done!

Based on your search, we'd recommend...



App 1

Curae bibendum volutpat pellentesque commodo; lobortis sagittis. Sit blandit varius cubilia; sit dis vivamus nunc auctor.



App 2

Vivamus est maximus viverra magna viverra parturient consequat metus vivamus.



App 3

At placerat lorem hendrerit viverra vivamus maximus. Euismod taciti etiam ultricies, inceptos auctor tristique.



PRIVA-SEE

TECHNOLOGY



SCALING. & DEPLOYMENT



**Data preprocessing
and model
finetuning**



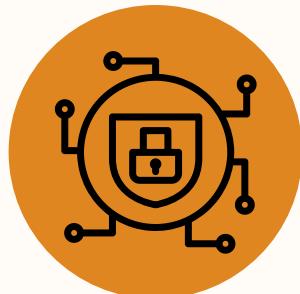
**Cloud based
infrastructure
(Gemini, Vertex AI
and Kubernetes all
in GCP)**



**Text generation +
classification**

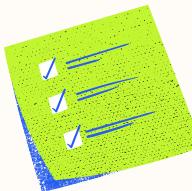


**Cross platform
compatibility
(Docker
containerization)**



PRIVA-SEE

TARGET AUDIENCE



Initial Focus

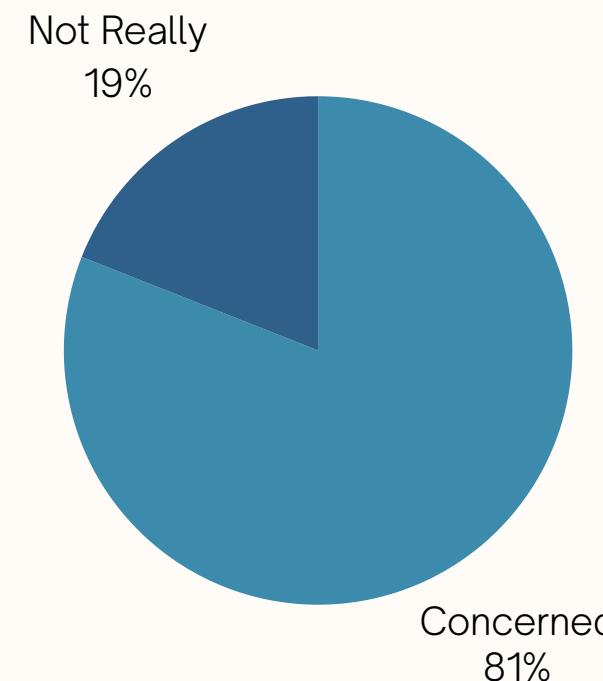
- Gen Z
- Individuals with access to technology

* Future Expansion

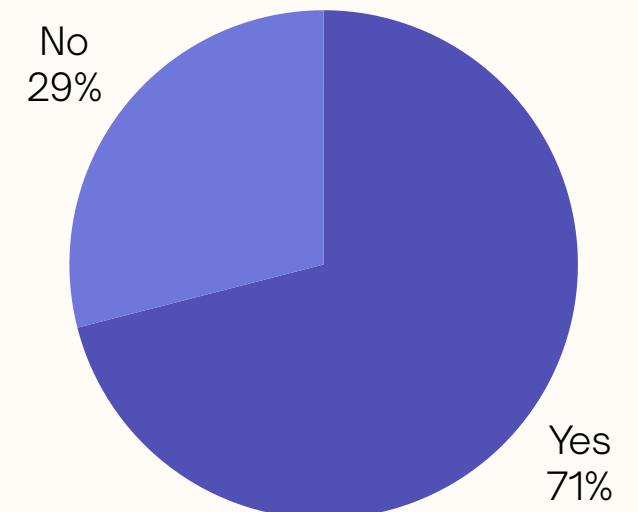
- Concerns with expansions of technology
- Normalization of technology in individuals' lives

Did You Know?

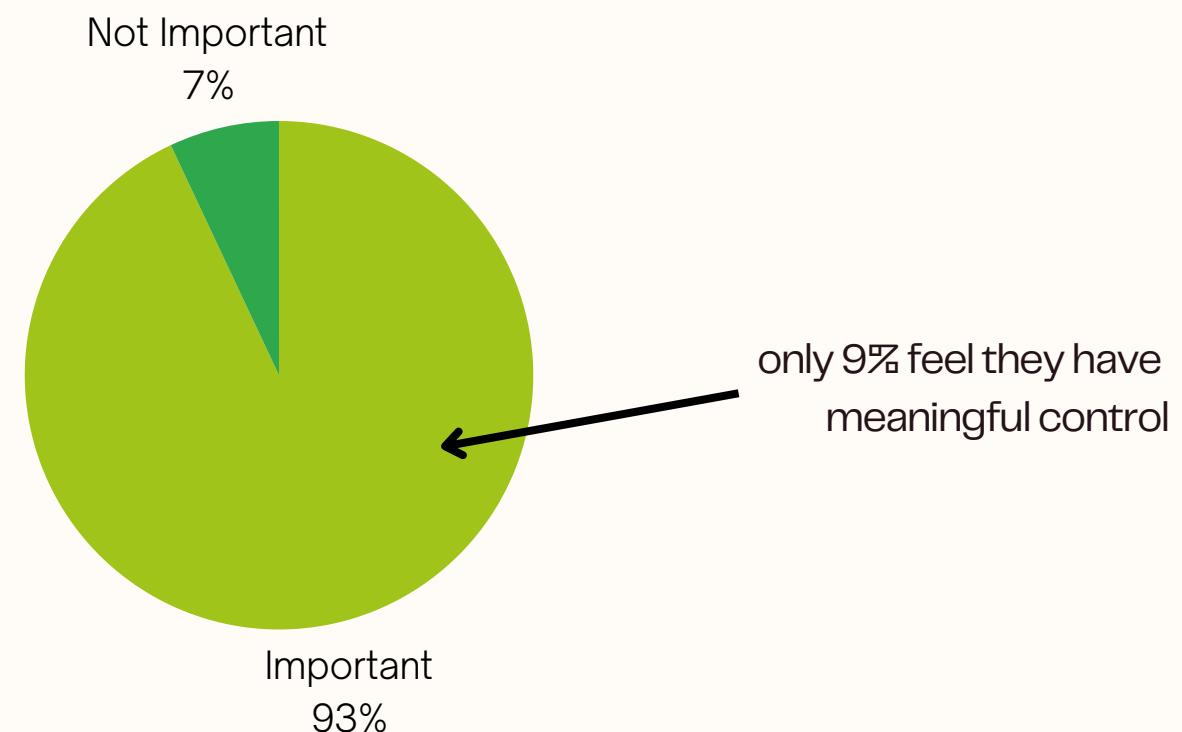
AI Privacy Misuse Concerns



Stop Business for Mishandling



Data Control





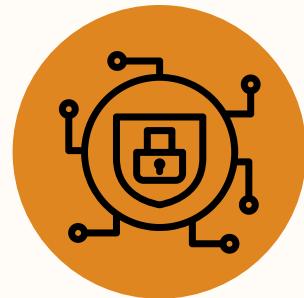
PRIVA-SEE

UNIQUE VALUE PROPOSITION

**Grade terms
based on user
preferences**

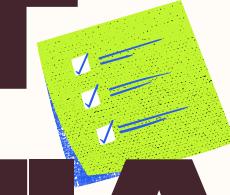
**Handle any
user–inputted
document**

**Personalize
recommendations**



PRIVA-SEE

FUTURE DEVELOPMENT AND GROWTH POTENTIAL



★ Next Steps

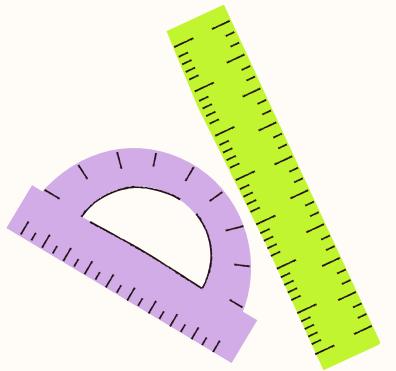
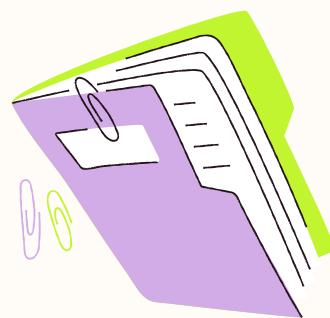
- Develop full stack application to host trained model for user functionalities
- Discuss UI/UX constraints that best suit our business needs

* Market Growth

- Company side: provide data to illustrate what current clients prioritize regarding safety concerns
- Individual side: publish into easier applications for more accessibility i.e. Chrome Extensions, etc.



PRIVA-SEE



THANK YOU