

Privacy-Preservation Technologies in Information Systems, WS 21/22

Exercise Sheet 01. Subject „Introduction“

Task 1 - Data Collection

Watch the first 15 minutes of the following documentary about data collection:

<https://www.youtube.com/watch?v=090PShJVu58>

- a) What made Amazon the worldwide most successful online market?
- b) How many percent of recommended items are sold in average?
- c) Does the data collection bring any advantage for the customer?
- d) What does '*Big Data*' mean?
- e) What are the possible privacy risks of Big Data?

Task 2 - Cookies

Read the following paper about cookies and cookie control (use the institutional login to access the paper):

<https://dl.acm.org/doi/10.1145/3321705.3329806>

- a) What are the results of this paper?

Name at least 8 problems stated in the paper.

Task 3 - Privacy questionnaire

Please fill out a short questionnaire about privacy, which will be used on the exercise and lecture later on:

<https://forms.gle/pCTbPhAFAeWB4uza9>