

Privacy Recommendation

Our aim is to create awareness of the personal data people leave around on the internet. In order to do this we are working on an open source app that discloses personal information about the user in a playful and visual way. At first we will only use the public data available from the Vemno app. In a time where everything needs to be visual, we want to make this as attractive and shareable as possible for our target audience: the 'online generation'. (Example: 83% of Venmo's users is between 18 and 34 years old.)

Our app will work as following: a user will give us an identifier, e.g. a name or an email address, and the app will then show a visualisation of public personal data that is linked to that identifier. For instance, the app has collected the following information that is linked to the identifier: the person has paid for cigarettes and has liked pictures of cats. The app will then show a visualisation of a person that smokes a cigarette while surrounded by cats. Next to it we will provide some information why this seemingly harmless data is still something to think about and we will provide tips how to prevent leaving around too much personal data. The visualisations should be fun and shareable [on social media], so people can start thinking about their digital data trace in a fun and easy way.

