

9.1 Large-Scale Differentially Private Data Analysis

9.1.a Scenario

Describe your scenario, i.e., the company or institution, the type of data it wants to analyze, and the goals of this analysis. What assumptions do you need to roll out your method?

In this scenario we would like to know whether an advertisement on Youtube or another website leads to the direct viewing of the associated website or whether it is dismissed (i.e. the ad is skipped).

9.1.b Aspects of GOOGLE or APPLE

Which aspects can you adopt from the solutions used by Google or Apple?

9.1.c Differences of the Deployments

What differs from these deployments?