Empowering Users To Reclaim Their Online Data Privacy
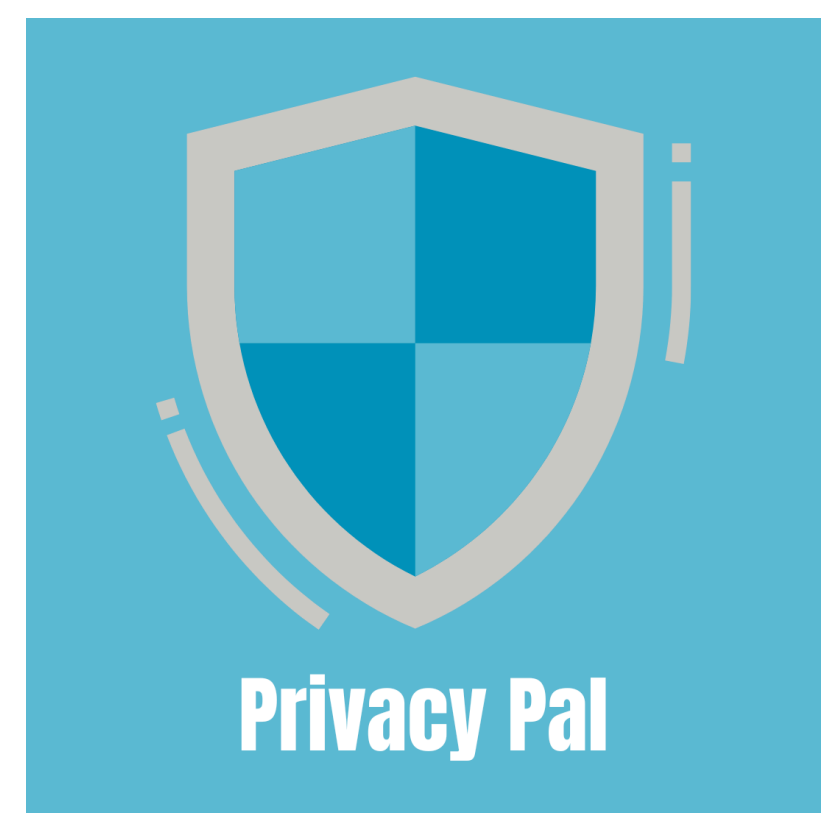
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Privacy Pal

The Problem: Opaque Privacy Policies

"We keep your data as long as we need it ...."
- Meta

*"We may obtain information about you from certain affiliated entities within our corporate group..."*
- Tik Tok

Why is it important to read these policies?

1) Data storage and security in these apps is often done in ways that are malicious for the user

2) Based on our research, policies often allow more data tracking and collection than users are aware of

Policy button in tiny font!

The Tool: In-Browser Policy Summarizer
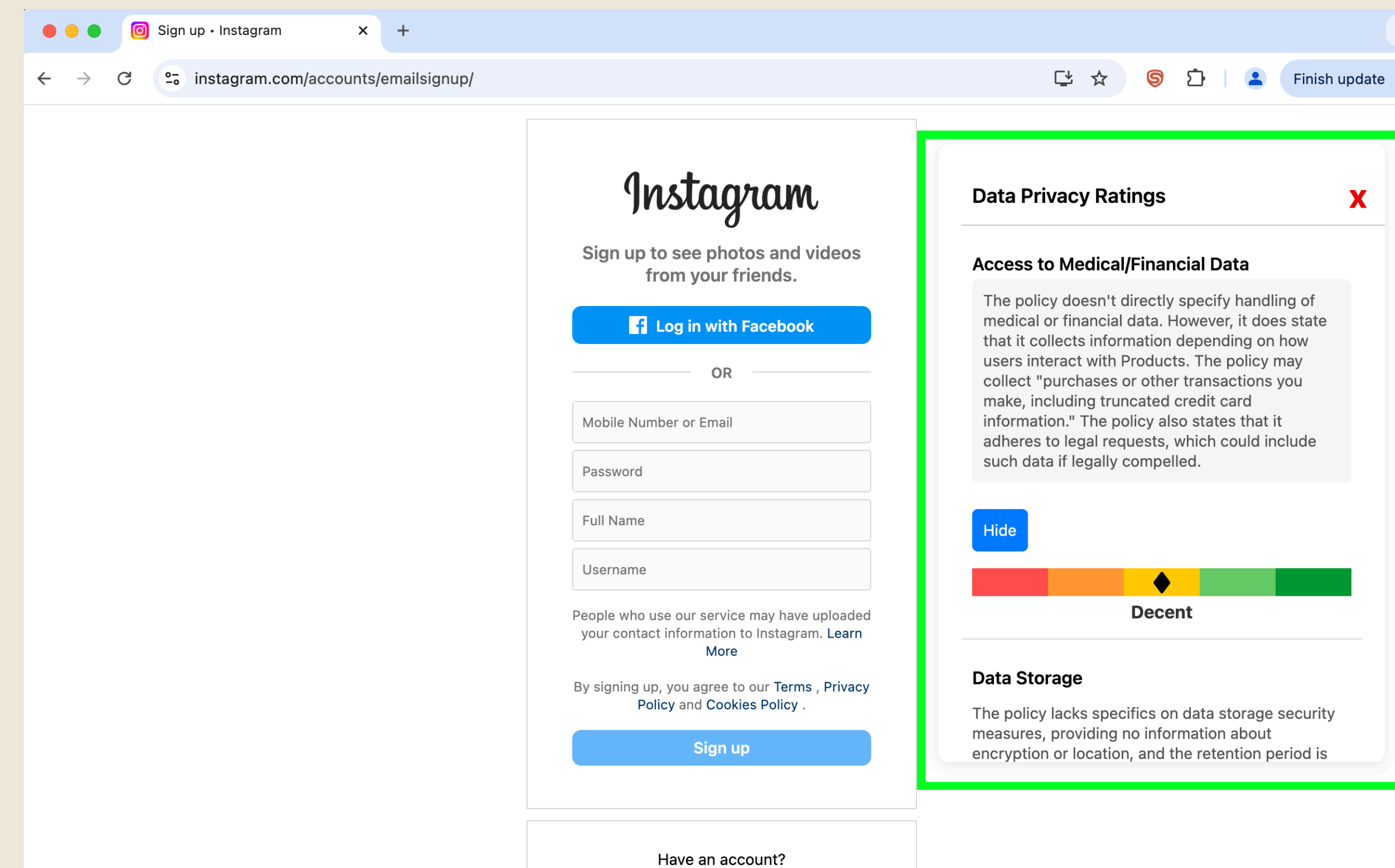
Data Privacy Ratings X

Access to Medical/Financial Data

The policy's ambiguity regarding medical data and the potential for collecting financial data through transactions warrants caution, as specifics are lacking.
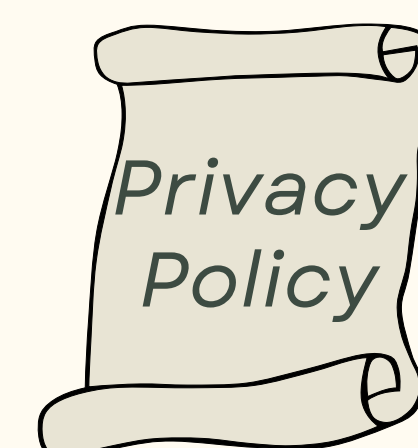
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Decent

Data Storage

While the policy states data is stored as long as necessary, the lack of specific retention periods and case-by-case determination could lead to prolonged data storage.

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Parsing the Policy for Summary and Analysis

Privacy Policy → **Gemini** → **Gemini**

1) When a user goes to create an account:
Scrape the privacy policy from the respective social media app and send it to our backend

2) Pass privacy policy to Gemini Lite with prompt:
Analyze the privacy policy under these three topics and provide a summary as to what the policy explicity states

3) After first pass, send output to Gemini Lite again with prompt:
Given these summaries, provide one sentence of what a user needs to know/is most alarming along with a privacy rating from 1 to 5.

Future Directions

- **User Customization:** *Let users choose what specific data policies they are interested in learning about*
- **LLM Testing:** *Test different LLM models to see which model performs best in analyzing the privacy policy*
- **Expand to More Websites:** *Currently we focus on social media websites, but can expand to include all websites that you need to create an account on*