LOCKERS & NOISE: CO-OPTING AN E-COMMERCE SYSTEM TO IMPROVE PRIVACY AND WEALTH DISTRIBUTION

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Convenience often comes with the cost of lost privacy.

We ask:

Can we reconstruct online economies so they offer convenience without the cost of privacy?

Can we build on top of existing, extractive platforms as a means to transform them?

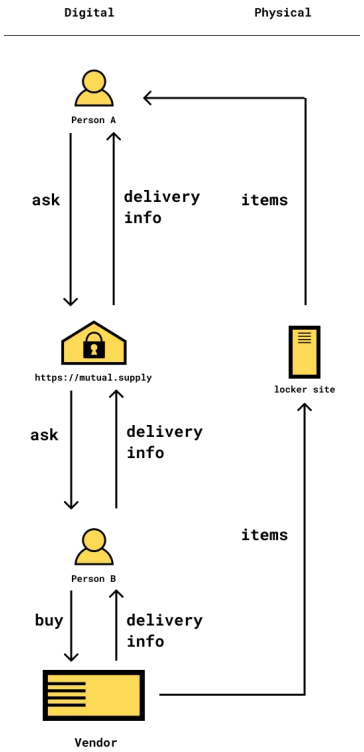
Current model: RISK

1) Customer digital profile: demographic details (race, income, education level, family size) and customer preferences, learned through purchase histories.

2) Customer physical location: home, work, or other addresses learned through the delivery of items.

+) the link between digital profile (1) and physical location (2) allows larger demographic targeting in both the online and physical world.

SOLUTION APPROACH: OBFUSCATION + COOPERATION



Co-opt: Platform leveraging Amazon Locker Infrastructure

ASK: users anonymously "ask" for Amazon items and specify a locker location to send them to.
BUY: Other users can "buy" those items for them and anonymously provide information
All user interactions with the platform are anonymous

GAIN

Digital profile privacy: Users make "noisy" purchases, obfuscating their identity & profile.

Customer location privacy: Purchases delivered through co-opting Amazon Locker infrastructure, obfuscating donation recipient's information.

Equity: "Noisy" purchases delivered as donations via specific requests. Privacy gains at no added expense for recipients.