

**Bryan Jones**

## **LFI Week 4**

**Write 3–5 talking points about what we discussed this week. Think of ways you could incorporate all or some of those points into instruction that would work at your library.**

These are some specific tools / strategies to reduce internet tracking / profiling. Some we already include in our privacy workshops. Others are new. I'll try to cover what we say and other pertinent points.

Privacy Badger

<https://www.eff.org/privacybadger>

Created by the Electronic Frontier Foundation, this browser add-on blocks trackers between websites. It will give you a list of all trackers blocked. It is always fun to take patrons to a popular website and show them how many trackers are blocked. After the Cambridge Analytical scandal EFF advertised this as, "Hey! This stops facebook from tracking you!" Of course, it does not stop Facebook from having all the data you voluntarily share.

Ublock Origin

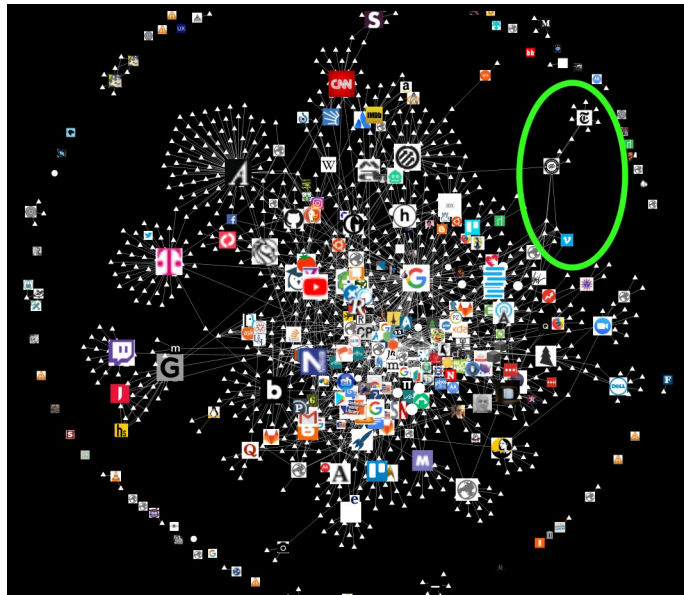
[https://en.wikipedia.org/wiki/UBlock\\_Origin](https://en.wikipedia.org/wiki/UBlock_Origin)

An adblocker that does not track you. Blocking ads is good way to just not see ads that were targeted at you because of shady profiling. We demonstrate what sites look like with "ads on" or "ads off." This one is a harder sell to the public than an add-on created by the EFF. We teach patrons to "consider the source." In this case, the source is Raymond Hill (<https://github.com/gorhill/uBlock/commits?author=gorhill>). It difficult to explain why this developer should be trusted. We do start with an explanation of free / libre /open source / software though so that makes it a little easier.

Lightbeam

<https://addons.mozilla.org/en-US/firefox/addon/lightbeam/>

This creates a visual graph of the sites you visit and cookies they place in your browser. Here's a screenshot of the 281 sites and 755 third party cookies touched by my Firefox since April 30:



Patrons always get a kick out of seeing that. Notice the cluster of cookies attached to *Atlantic Monthly*. Center of the blackhole is Google and their affiliated sites. Green oval highlights our message board with links out to New York Times and Vimeo.

Multi-Account Containers in Firefox

<https://addons.mozilla.org/en-US/firefox/addon/multi-account-containers/>

These will sandbox particular sites in their own tabs and not share with other tabs. This is a relatively new Firefox feature but I plan on integrating it into our workshop. If you pair it with Lightbeam you can see isolated clusters of cookies associated with particular sites.

Outside of the classes, I am pushing to have some these tools added to our enterprise Chrome installs at the library. We also in the process of rewriting our privacy policy. We are very explicit about our use of Google Analytics and how to opt-out if you wish, but I'm working for a similar frankness about our third party vendors. Their policies are not ours. I want ours to be clear about that. Currently, it is wrapped up in a lot corporate speak.