



Mozila & TrColumbia

- **Problem**
  - Privacy threat on the Web
  - Lack of protection
  - Mission alignment

- **Solution**

- Bring cutting-edge privacy defenses in TBB to Firefox

- **Value Proposition**
  - Uniqueness & differentiation
  - Impact to the Web
  - Effective approaches for users to protect their privacy

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# Mozilla & Tor Collaboration

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# Anti-tracking Protection Technology