

Leaky Forms: A Study of Email and Password Exfiltration Before Form Submission

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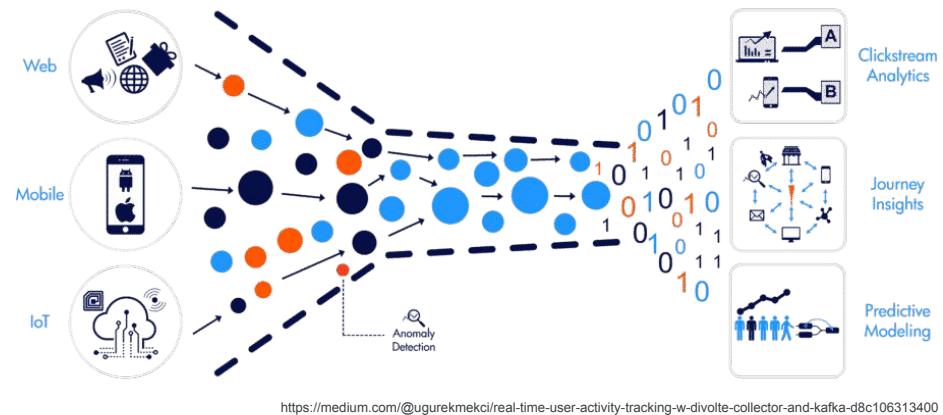
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Background

- Websites use advertising and marketing for monetization
 - built-in anti-tracking countermeasures
 - potential third-party cookie phase-out
- Tracking by email addresses
 - persistent, cross-site, cross-platform



Motivation

- PII collection before form submission on a mortgage calculator website (Gizmodo, 2017)
- A 2018 survey (n=502):
 - 81% abandoned forms at least once
 - 59% abandoned a form in the last month

The image shows a screenshot of a news article from Gizmodo. At the top left is the 'GIZMODO' logo. To the right is a user icon. Below the logo is a blue horizontal bar with the text 'GIZMODO ORIGINALS'. The main title of the article is 'Before You Hit 'Submit,' This Company Has Already Logged Your Personal Data', displayed in large, bold, black font. Below the title is a smaller line of text: 'By Surya Mattu and Kashmir Hill | 6/20/17 2:23PM | Comments (103)'. The background of the page is white.

You're browsing as a Guest

Pages you view in this window won't appear in the browser history
and they won't leave other traces, like cookies, on the computer.
after you close all open Guest windows. Any files you download will
be preserved, however.

[Learn more](#)

1

Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder

Preserve log Disable cache No throttling Invert Hide data URLs All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other Has blocked cookies Blocked Requests 3rd-party requests

Use large request rows Group by frame Capture screenshots

Show overview

Recording network activity...

Perform a request or hit **Ctrl+R** to record the reload.

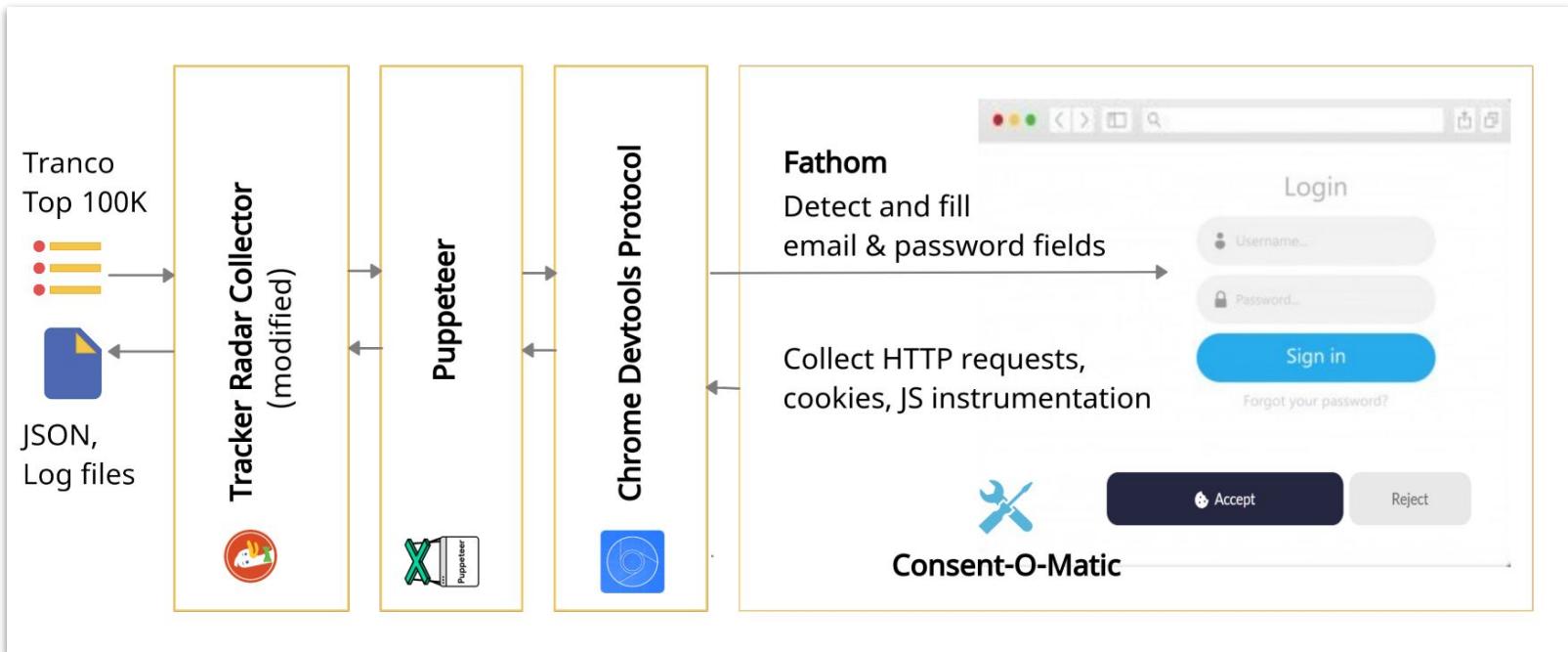
[Learn more](#)

Study Objectives

- Measure email and password collection prior to form submission
 - effect of location: EU vs. US
 - effect of consent
 - mobile vs. desktop

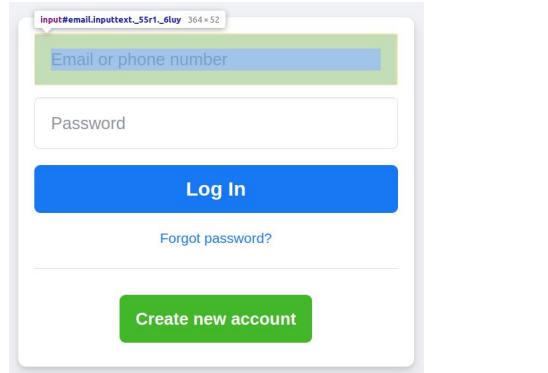
Method – Web Crawler

- Built on Tracker Radar Collector (developed by DuckDuckGo)



Method – Email field detection

- **Fathom:** A supervised learning framework specialized to detect webpage parts [8]

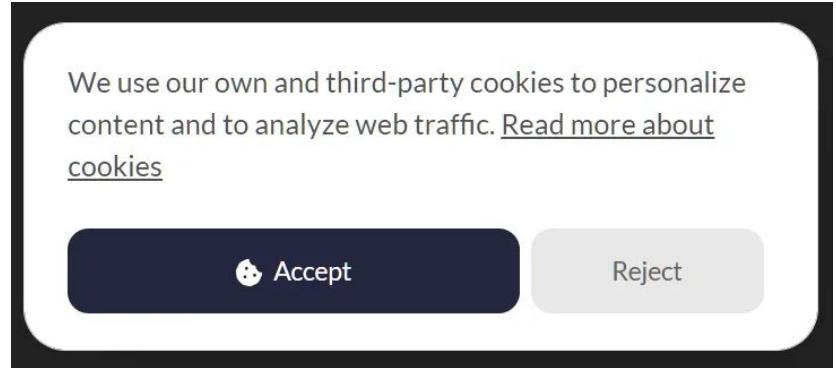


The screenshot shows a login interface with two input fields: 'Email or phone number' and 'Password'. Below the fields is a blue 'Log In' button. Underneath the button is a link 'Forgot password?'. At the bottom right is a green 'Create new account' button. The 'Email or phone number' input field is highlighted with a light blue border, indicating it has been detected by the Fathom framework.

```
<!--<br><br><br>--><div class=" _6lux"><input type="text" class="inputtext _55r1 _6luy" name="email" id="email" data-testid="royal_email" placeholder="Email or phone number" autofocus="1" aria-label="Email or phone number"> == $0</div>
```

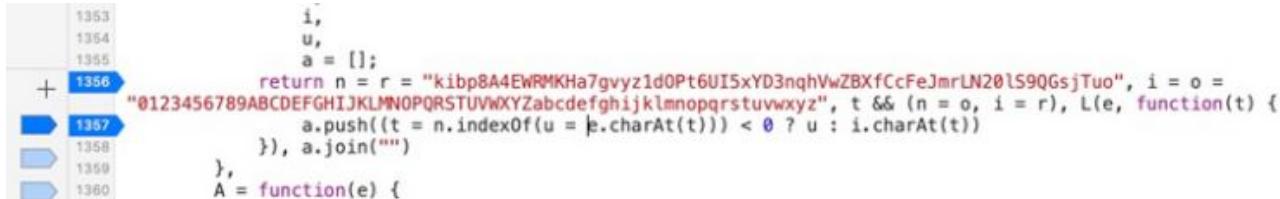
Method – CMP detection

- **Consent-O-Matic:** browser extension that can recognize and interact with Consent Management Provider (CMP) pop-ups [7]
- Consent modes:
 - No-action
 - Accept-all
 - Reject-all
- $\approx 7,700/100K$



Method – Leak Detection

- Based on Englehardt et al.'s method [3]
 - search for different encodings and hashes of search terms
- Identified two new encodings and a hashing method
 - LZString, custom mapping, hashing with a fixed salt



```
1353
1354
1355
1356     i,
        u,
        a = [];
+ 1356     return n = r = "kibp8A4EWRMKHa7gvyz1d0Pt6UI5xYD3nqhVwZBXfCcFeJmrLN20lS9QGsjTuo", i = o =
"0123456789ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz", t && (n = o, i = r), L(e, function(t) {
    a.push((t = n.indexOf(u = e.charAt(t))) < 0 ? u : i.charAt(t))
}), a.join("")
},
A = function(e) {
```

Method – Tracker Labeling

- Only considered leaks to tracker domains
- Block-lists we used:
 - Disconnect
 - Whotracks.me
 - DuckDuckGo (tds.json)
 - uBlock Origin
 - + Manual labeling

Crawls (May, June 2021)

Crawl Option	EU				US			
	no-action	accept-all	reject-all	mobile	no-action	accept-all	reject-all	mobile
Crawled URLs	100K	7,720	7,720	100K	100K	7,720	7,720	100K
Visited websites	99,380	7,716	7,716	99,363	99,437	7,714	7,716	99,409
Crawled pages	625,143	44,752	40,385	597,791	690,394	51,735	49,260	668,848

> 2.8 million pages

Results

	Email		Password	
	EU	US	EU	US
Websites where we filled	52,055	53,038	31,002	31,324
Leaks to 1st party	4,395	5,518	89	92
Leaks to 3rd party	2,633	3,790	87	87
Leaks to trackers	1,844	2,950	48	49

Prominent Tracker Domains

EU			US		
Name	Domain	Num Sites	Name	Domain	Num Sites
Taboola	taboola.com	327	LiveRamp	rlcdn.com	524
FullStory	fullstory.com	182	Taboola	taboola.com	383
Adobe	bizable.com	160	Adobe	bizable.com	191
Yandex	yandex.com	121	BounceX	bouncex.net	189
Awin	awin1.com	113	Awin	awin1.com	119
	zenaps.com	112		zenaps.com	118

**Taboola Ads****Getting Started****Create & Manage Great Campaigns** ▾[Create A New Campaign](#)[Edit Campaigns](#)**Campaign Targeting Options** ▾[Send your 1st Party Audiences
via DMP or MMP](#)

Lookalike Targeting

Look-alike models are used to increase scale by finding new people likely to be interested in your business because they resemble existing customers.

Use your CRM data to create lookalike audiences on Taboola! You can upload either a customer list of hashed email addresses, mobile device IDs, or 5 digit US zip codes and Taboola's predictive engine will find similar users that are more likely to convert based on the assumption that these users will be "like" your current customers in your database.

Visit our Advertiser Data Use Policy [here](#).

Search

Getting Started



Glossary of All Terms

Doc Site Tips

LaunchPad

Authenticated Traffic
Solution

Registration Manager



Privacy Manager



PreferenceLink

Release Notes and System
Information

4

If you selected a method that includes On-page detection, use the Start Detecting Identifier on dropdown to choose the listener event type for when ATS needs to actually detect the identifier on the website:

- **Click event:** Click event will fire off whenever a specified element is clicked (enter these elements in the Trigger Elements field).
- **Submit Event:** Submit event will fire off whenever a specified form is submitted (enter these elements in the Trigger Elements field).

Note

Trigger Elements are CSS selectors to define elements on which the event will be triggered. For examples: #button-id-click or #form-id. As shown in the examples, the given value should start with a hash #. In order to configure Trigger Elements it is recommended to add a CSS ID of html elements to your forms.

- **Blur Event:** Blur event will fire off whenever a specified input field loses focus for example when a user clicks outside of the input field.

Warning

The 'Blur Event' method doesn't require human interaction for identifiers to be obtained, while other methods require users to click on a button such as "Submit" or "Ok". To your users, this may give the perception that malicious activities are happening in the background, which is not the case because ATS.js will only start detection with proper consent in place.

Blur Event detection also leaves room for incorrect identifiers because it will not wait for actions from the user like clicking on a login button. For these reasons, we recommend using On Click or On Submit method instead.

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Preserve log Disable cache No throttling

Filter Invert Hide data URLs All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other Has blocked cookies Blocked Requests 3rd-party requests

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Top ten websites

EU			US		
Rank	Website	3rd-party	Rank	Website	3rd-party
154	usatoday.com*	taboola.com	95	issue.com	taboola.com
242	trello.com*	bizable.com	128	businessinsider.com	taboola.com
243	independent.co.uk*	taboola.com	154	usatoday.com	taboola.com
300	shopify.com	bizable.com	191	time.com	bouncex.net
328	marriott.com	glassboxdigital.io	196	udemy.com udemy.com	awin1.com
567	newsweek.com*	rlcdn.com			zenaps.com
705	prezi.com	taboola.com	217	healthline.com	rlcdn.com
754	branch.io*	bizable.com	34	foxnews.com	rlcdn.com
1,153	prothomalo.com	facebook.com	242	trello.com*	bizable.com
1,311	codecademy.com	fullstory.com	278	theverge.com	rlcdn.com
1,543	azcentral.com*	taboola.com	288	webmd.com	rlcdn.com

*: Not reproducible anymore as of February 2022.

Website Categories

EU/US		EU		US	
Categories	Sites	Filled sites	Leaky sites	Filled sites	Leaky sites
Fashion/Beauty	1,669	1,176	131 (11.1%)	1,179	224 (19.0%)
Online Shopping	5,395	3,658	345 (9. %)	3,744	567 (15.1%)
General News	7,390	3,579	235 (6.6%)	3,848	392 (10.2%)
Software/Hardware	4,933	2,834	138 (4.9%)	2,855	162 (5.7%)
Business	13,462	7,805	377 (4.8%)	7,924	484 (6.1%)
.....
Gov't/Military	3,754	939	3 (0.5%)	974	7 (0.7%)
Pornography	1,388	528	0 (0.0%)	645	0 (0.0%)

EU vs US

Num distinct websites	EU	US
Visited websites	99,380	99,437
Websites where we filled	52,055	53,038
Emails sent to 1st party	4,395	5,518
Emails sent to 3rd party	2,633	3,790
Emails sent to trackers	1,844	2,950

60% difference

addthis.com, yahoo.com,
doubleclick.net and criteo.com



Only appear in the US crawl

Results - EU vs US

**rlcdn.com sends HTTP
451 error: Unavailable For
Legal Reasons**

Results - EU vs US

Same script (from securedvisit.com) served with **different content**

```
1 /* sv_ea082ada0bf69f160b0bc84078d230c0.js
2 THIS APPLICATION CONTAINS INFORMATION PROPRIETARY TO SECUREDVISIT.COM
3 TO USE THIS SOFTWARE, YOU MUST BE AN AUTHORIZED EMPLOYEE OR AGENT
4 OF SECUREDVISIT.COM.
5 ALL RIGHTS NOT GRANTED TO YOU HEREIN ARE EXPRESSLY AND UNCONDITIONALLY
6 RESERVED. YOU MAY NOT REMOVE ANY PROPRIETARY NOTICE FROM ANY COPY OF THE SOFTWARE.
7 YOU MAY NOT PUBLISH, DISPLAY, DISCLOSE, RENT, LEASE, LICENSE,
8 SUBLICENSE, MODIFY, RENAME, LOAN, DISTRIBUTE, OR CREATE DERIVATIVE WORKS
9 BASED ON ANY PART OF THE SOFTWARE. YOU MAY NOT REVERSE ENGINEER,
10 DECOMPILE, TRANSLATE, ADAPT, OR DISASSEMBLE ANY PART OF THE SOFTWARE,
11 NOR SHALL YOU ATTEMPT TO CREATE THE SOURCE CODE FROM THE OBJECT CODE FOR
12 ANY PART OF THE SOFTWARE.
13 JQuery Sizzle:
14 This software consists of voluntary contributions made by many
15 individuals. For exact contribution history, see the revision history
16 available at https://github.com/jquery/sizzle
17 MD5 (Message-Digest Algorithm):
18 available at http://www.webtoolkit.info/
19 window.sv_DNT=true;
```

```
20 !function(e){var t,n=!e.sv_DNT,r=e.sv_px,o="https://track.securedvisit.com/citecapture",i=r&&"string"==typeof
f,r.url&&"https":=r.url.substring(0,6)?r.url:"https://track.securedvisit.com",u=i+"/identity",a={key:"sv_px_
domain_data",value:r&&r.domain_data?r.domain_data:void 0},c={key:"sv_pubid",value:e.sv_pubid},s={key:"sv_ci_
d",value:e.sv_cid},l=!e.sv_idq_wait&&[],f=function(e){function t(e,t,n,r){var o,i,u,a,c,l,d,v=t&&t.ownerDocu_
ment,p=t?t.nodeType:9;if(n==[]||[],"string"!=typeof e||!e||!==p&&9==p&&11==p)return n;if(!r&&((t?t.ownerDocu
```

in the EU

```
1 /* sv_ea082ada0bf69f160b0bc84078d230c0.js
2 THIS APPLICATION CONTAINS INFORMATION PROPRIETARY TO SECUREDVISIT.COM
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10 DECOMPILE, TRANSLATE, ADAPT, OR DISASSEMBLE ANY PART OF THE SOFTWARE,
11 NOR SHALL YOU ATTEMPT TO CREATE THE SOURCE CODE FROM THE OBJECT CODE FOR
12 ANY PART OF THE SOFTWARE.
13 JQuery Sizzle:
14 This software consists of voluntary contributions made by many
15 individuals. For exact contribution history, see the revision history
16 available at https://github.com/jquery/sizzle
17 MD5 (Message-Digest Algorithm):
18 available at http://www.webtoolkit.info/
19 window.sv_px={"url":"https://track.securedvisit.com","domain_data":{"sid_found":false,"ver":"1.0.0","sid_va_
l":""}}
```



```
20 window.c=function(){var i="1.0.1";var e="onready";var g="fire";function f(j){if(Array.isArray){return Array.
isArray(j)}else{return Object.prototype.toString.call(j)=="[object Array]"}}function b(j,l){var k=l;j;if
(typeof k=="object"){|k|JSON.stringify(k)}if(l){k+"."+k}console.log(k)}function h(j){this.name=j;this.cal_
backs=[]}h.prototype.registerCallback=function(j){this.callbacks.push(j)}function d({this.type="";this.data_
id="";this.timeStamp=Date.now()}function a(){this.dataLayer=[];this.events={};this.isReady=false}a.prototype.
registerEvent=function(j){this.events[j]=new h(j)}a.prototype.on=a.prototype.addEventListener=function(j,k)
{if(!this.events.hasOwnProperty(j)){this.registerEvent(j).log("listening for",j,k);this.events[j].register_
Callback(k)}a.prototype.fire=a.prototype.dispatchEvent=function(k,j){if(this.events.hasOwnProperty(k))for
(var l=0;l<this.events[k].callbacks.length;l++){var m=this.events[k].callbacks[l];if(m){var n=m.new(d);m.type=
k;m.detail=j;this.log("firing",k,j);n.call(this,m)}else{this.log("dispatching event with no callback",k,n)}}}
else{this.log("dispatching an event with no registered listeners",k,j)}a.prototype.ready=function(){this.is_
Ready=true;this.dispatchEvent(e,this)}a.prototype.push=function(o){var k=this,j=arguments.length;if(!f(o)){re_
turn}for(var m=0;m+j){try{[arguments[m][0]].apply(k,arguments[m].slice(1))}catch(n){}}a.prototype.log_
=function(m,l,j){var k;if(this.debug){k=m+" "+svData.Event+" "+l+" "+b(k,j)}};function c(){var k=window._svData,
j=null;if(k){if(f(k)){j=new a();if(k.hasOwnProperty("debug")){j.debug=k.debug}}j.push.apply(j,k);j.ready()}}el_
se{j=new a();j.ready()}}return j?j:k}return c()}()}
```

```
21 !function(e){var t,n=!e.sv_DNT,r=e.sv_px,o="https://track.securedvisit.com/citecapture",i=r&&"string"==typeof
f,r.url&&"https":=r.url.substring(0,6)?r.url:"https://track.securedvisit.com",u=i+"/identity",a={key:"sv_px_
domain_data",value:r&&r.domain_data?r.domain_data:void 0},c={key:"sv_pubid",value:e.sv_pubid},s={key:"sv_ci_
d",value:e.sv_cid},l=!e.sv_idq_wait&&[],f=function(e){function t(e,t,n,r){var o,i,u,a,c,l,d,v=t&&t.ownerDocu_
ment,p=t?t.nodeType:9;if(n==[]||[],"string"!=typeof e||!e||!==p&&9==p&&11==p)return n;if(!r&&((t?t.ownerDocu
```

in the US

Received Emails

- 290 emails from 88 distinct sites
 - Offer a discount, or
 - Invite us back to their site

A friendly reminder Inbox ×

 Diabetes UK <donate@diabetes.org.uk>
to cosicadam0+diabetes.org.uk ▾

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

We noticed that you were on our online donation form but didn't complete it. If you still feel able to donate, then please take a moment to [complete our form](#).

Is there anything we can help with? If you have any questions please email us at helpline@diabetes.org.uk or call us on [0345 123 2399*](tel:0345 123 2399) we are happy to help you.

Thank you,

Diabetes UK

*Monday to Friday, 9am to 5pm

View our [Privacy](#) and [Cookies](#) policies.

Email from: diabetes.org.uk
Tracker domain: freshaddress.biz

Received Emails

Searching for products that actually work? [Inbox x](#)



MyPillow <mike.lindell@mail.mypillow.com> [Unsubscribe](#)
to cosicadam0+mypillow.com ▾



Thanks For Stopping By

When I started MyPillow, my passion was to help people get the best sleep of their life! What a blessing it has been to see that dream become a reality!

To help you best care for your MyPillow, please read our product care recommendations. If you have any questions, please don't hesitate to

Email from: mypadpillow.com
Tracker domain: listrakbi.com

¡Se despedire Hot Days! 18 MSI + BONIFICACIÓN [Inbox x](#)



Walmart <mgnoreply@walmart.com.mx>
to cosicadam0+walmart.com.mx ▾

Spanish ▾ > English ▾ [Translate message](#)

Decide tu compra con BBVA | Tecnología | Línea blanca

Walmart.com.mx



OUTLET | TV Y VIDEO | BEBÉS | VIDEOJUEGOS | MUEBLES | CELULARES



Hasta
18 Meses Sin
Intereses + 3 meses de
bonificación en Edo. Cta.

Exclusivo en línea. Válido del 21 al 31 de mayo de 2021. Compra mínima para MSI es de \$1,500 acumulables sin incluir costo de envío. Compra mínima para bonificación en Estado de Cuenta es de \$3,000 a 18 MSI sin incluir costo de envío. Consulta términos y condiciones en: www.walmart.com.mx/beneficios



Email from: walmart.com.mx
Tracker domain: veinteractive.com

Password Leaks

- Incidental collection on 52 sites by
 - Yandex Metrica: due to React framework (50 websites)
 - Mixpanel: due to outdated SDK usage (1 website)
 - LogRocket: No response (1 website)
- Fixed thanks to our disclosures

toyota.ru/#/publish/my_toyota_login

Elements Console Sources Network Performance Memory

webvisor Hide data URLs All XHR JS CSS Img Media Font Doc WS Manifest Other
Has blocked cookies Blocked Requests

Name	Status	Type	Initiator	Size	T...	Waterfall
44886451?wmode=0&wv-part=2&wv...	200	xhr	ruxitagentis_IC...	145 B	7...	
mc.yandex.ru/webvisor			Script	43 B	7...	
44886451?wmode=0&wv-part=2&wv...	200	xhr	ruxitagentis_IC...	73 B	6...	
mc.yandex.ru/webvisor			Script	43 B	6...	
44886451?wmode=0&wv-part=3&wv...	200	xhr	ruxitagentis_IC...	145 B	5...	
mc.yandex.ru/webvisor			Script	43 B	5...	
44886451?wmode=0&wv-part=3&wv...	200	xhr	ruxitagentis_IC...	73 B	5...	
mc.yandex.ru/webvisor			Script	43 B	5...	

МОЯ TOYOTA

Войти в личный кабинет

Электронная почта/Имя пользователя

Пароль

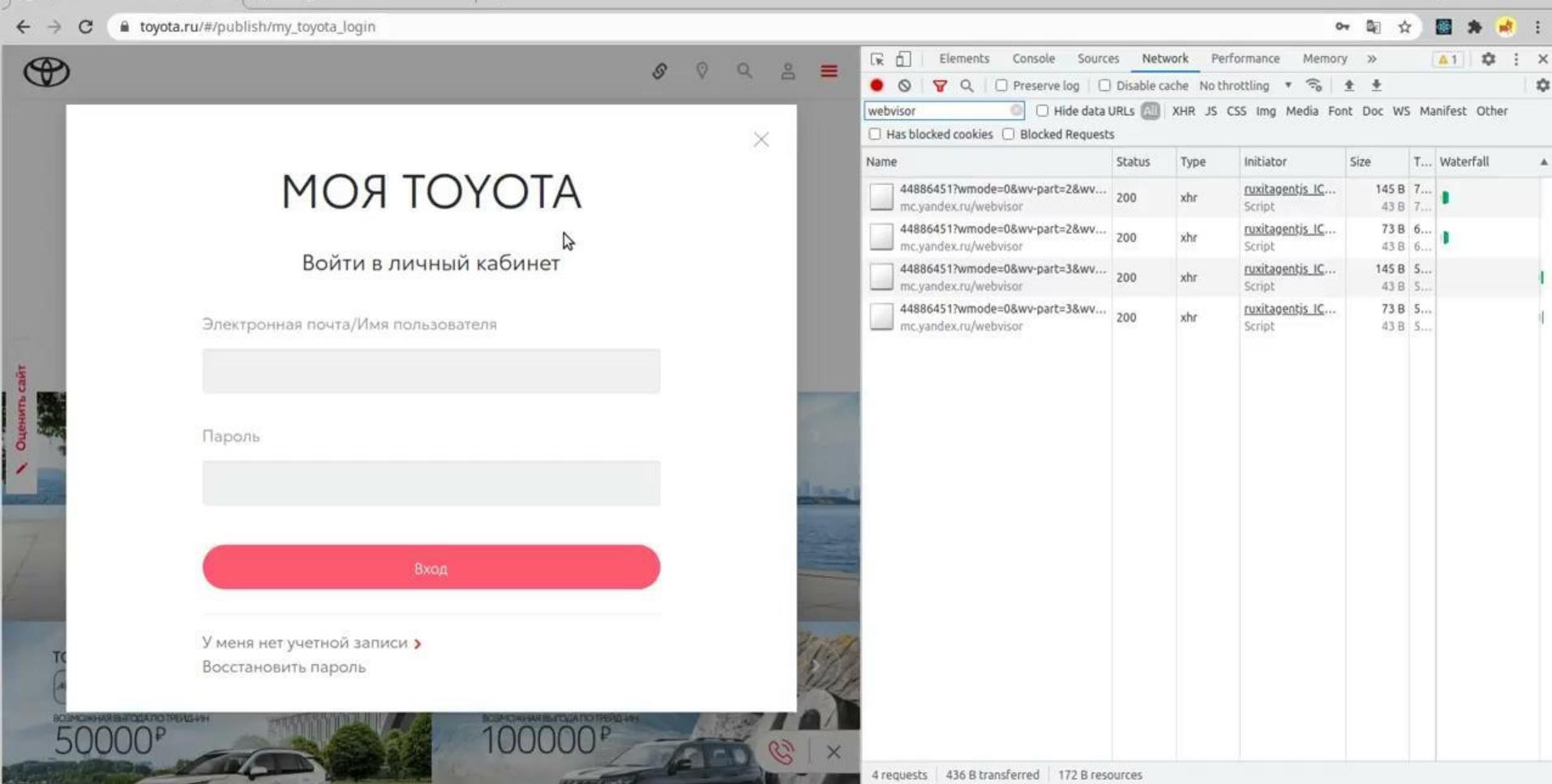
Вход

У меня нет учетной записи >

Восстановить пароль

50000 р 100000 р

4 requests | 436 B transferred | 172 B resources



Does Email Exfiltration Comply With the GDPR?

Is the controller
is based in the
EU?

Is the GDPR relevant for companies outside Europe?

Do the company
'monitors' the
behavior of people
in the EU?

Does the company offers
goods or services to
Europeans?

Does Email Exfiltration Comply With the GDPR?

7

Transparency principle

Personal data must be processed
'fairly and in a transparent manner'

2

Purpose limitation principle

Controllers can only collect personal data
if they specify a clear purpose in advance

3

The requirement for a legal basis such as consent

The controller always needs a 'legal
basis' to process personal data

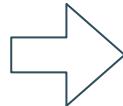
Outreach Efforts

First parties: 30/58 replied



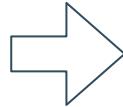
- Were not aware & removed
 - fivethirtyeight.com (via Walt Disney's DPO)
 - trello.com (Atlassian)
- Marriott: Glassbox is used for **customer care, technical support, and fraud prevention**

Third parties: 15/28 replied



- Adobe and Yandex: Referred to corresponding first parties
- Taboola: ad & content personalization

0/33 first parties replied
(Websites in the US crawl)



- No response from these 33 websites.

Leaks to Facebook & TikTok

- Closer look to Facebook
- Due to Automatic Advanced Matching feature of Facebook/Tiktok Pixel
(scrapes personal information from forms)

The screenshot shows the Meta Business Help Centre interface. At the top, there's a navigation bar with the Meta for Business logo and links for "Meta Business Help Centre", "Create and manage accounts", "Publish and distribute content", "Advertise", "Sell on Facebook and Instagram", and "Monetise content". Below this is a dark banner with the text "Business Help Centre". A search bar contains the placeholder "Hi Ali, how can we help?". The main content area features a video thumbnail with the title "About advanced matching for w..." and "15,463 views". The video description includes the text: "Advanced matching can help you optimise your Meta ads to drive better results. With advanced matching, you can send us hashed customer information along with your pixel events, which can help you attribute more conversions and reach more people. We hash the customer information on the [redacted]".



How it Works

With automatic advanced matching, we can capture the hashed customer data (ex: email addresses) you collect from your website during processes like checkout, account sign-in, or registration. Hashing is the process we use to transform data for security reasons. We can then use hashed identifiers to better match people visiting your website with people on Facebook, which can lead to more attributed conversions for your Facebook campaigns and a larger size of your custom audiences.

1

A visitor fills out a form on your website, such as during checkout, account sign-in, or registration.

2

After the visitor hits **Submit**, the Pixel's JavaScript code automatically detects and passes the relevant form fields to Facebook. Sensitive data, such as passwords or financial data, is **never** shared with Facebook.

3

The form field data is hashed in the visitor's browser before it is sent to Facebook.

4

Facebook takes the form data and the action that was taken (for example, a purchase), and matches it to a Facebook user.

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[Learn more](#)

You're browsing as a Guest

Pages you view in this window won't appear in the browser history and they won't leave other traces, like cookies, on the computer after you close all open Guest windows. Any files you download will be preserved, however.

[Learn more](#)

Elements Console Sources Network Performance Memory Application Security Lighthouse Recorder

Preserve log Disable cache No throttling Invert Hide data URLs All Fetch/XHR JS CSS Img Media Font Doc WS Wasm Manifest Other Has blocked cookies Blocked Requests 3rd-party requests

Use large request rows Group by frame
 Show overview Capture screenshots

Recording network activity...

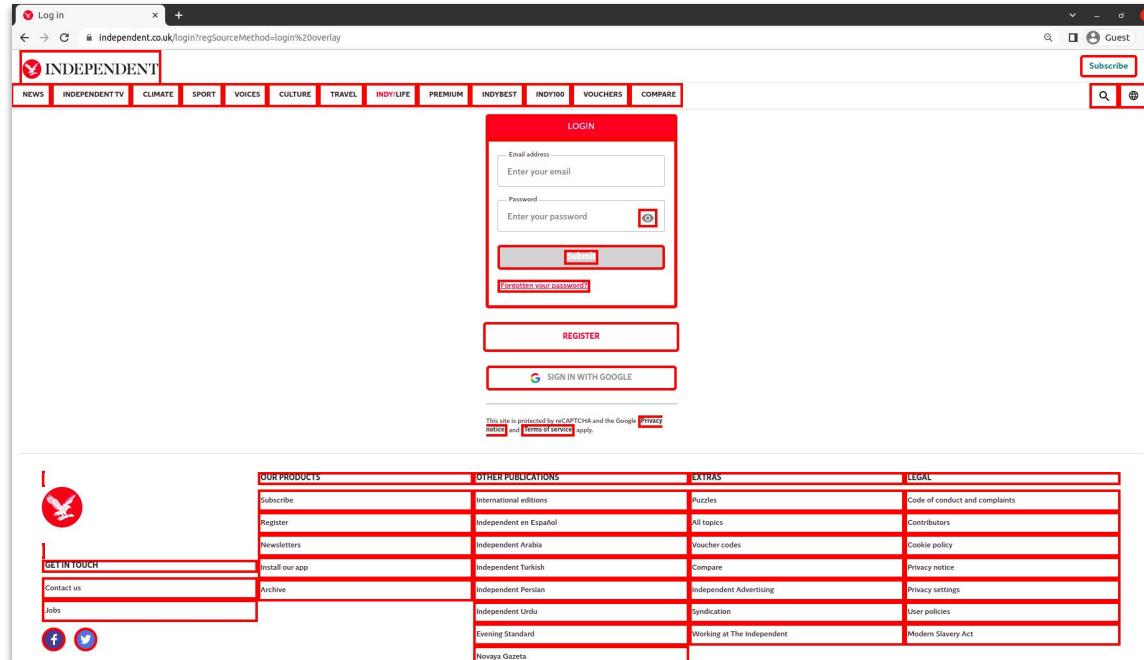
Perform a request or hit **Ctrl+R** to record the reload.

[Learn more](#)

Leaks to Facebook & TikTok

- Triggered when the user clicks any **link** or **button** on the page

	EU	US
Facebook	7,379	8,438
TikTok	147	154

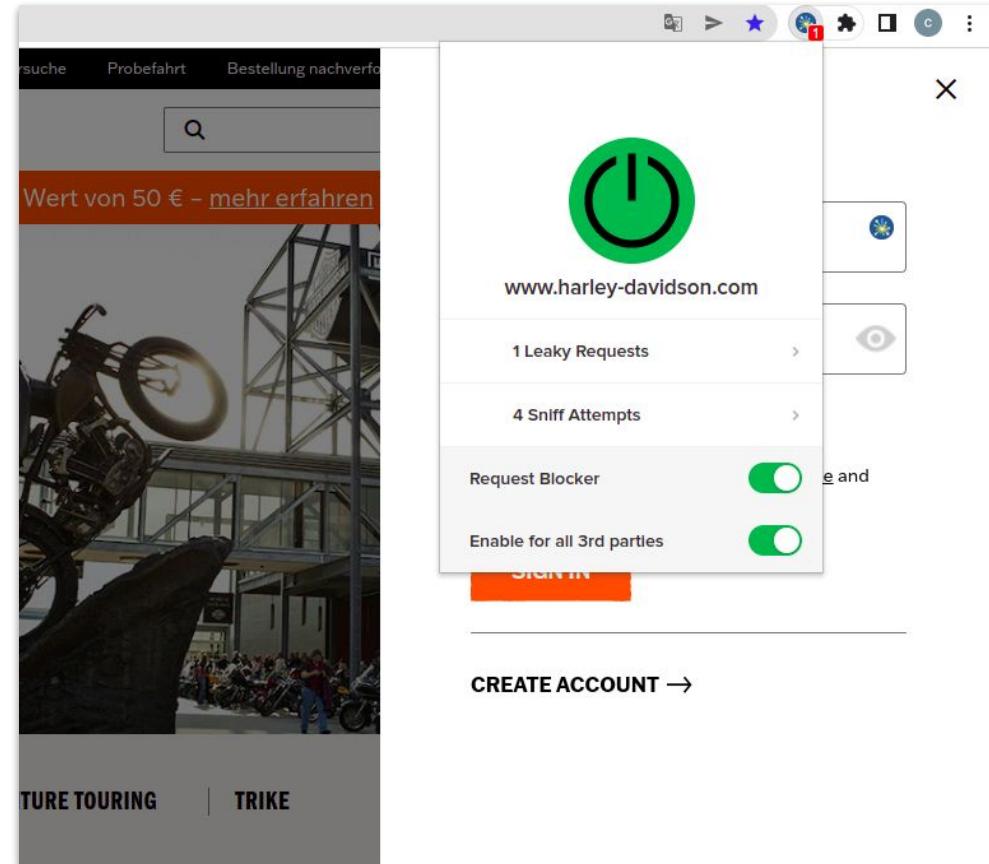


Countermeasures

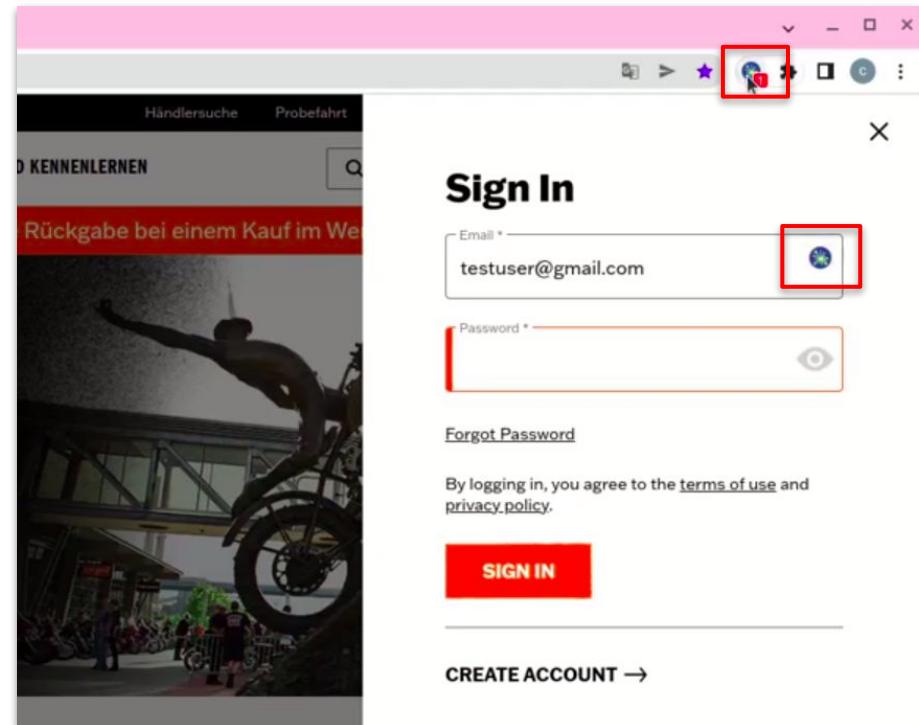
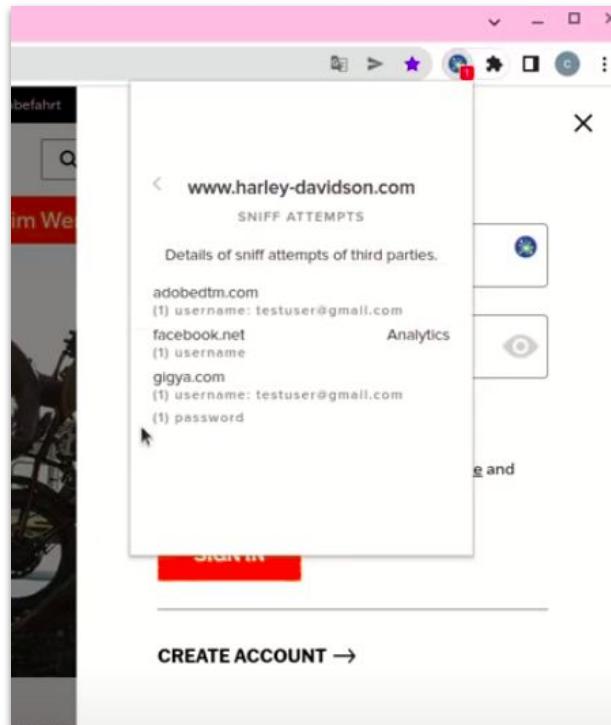
- Adblockers that block requests to tracker domains
- Private email relay services that hide users' emails
 - Apple, Mozilla, DuckDuckGo
 - e.g. testuser@duck.com-> testuser@gmail.com
- NO tool for detection and prevention of sniff & exfiltration on online forms

LEAKINSPECTOR

- Proof-of-concept browser add-on
- (<https://github.com/leaky-forms/leak-inspector>)
- Detects sniff attempts
- Blocks leaky requests



LEAKINSPECTOR



Press Release Distribution

Empowering the Earned Media Advantage

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Best in Class - Science, Process and Technology
Simple, Targeted, Cost-Effective

Distribute the **Right Message** to the **Right Audience** at the **Right Time**

Let's Get Started - Press Release Distribution



Summary

- Email leaks on 1,844 (EU), 2,950 (US) websites
- Password leaks on 52 websites due to session replay scripts
- Uncovered 41 unlisted tracking domains
- Developed a transparency browser add-on that detects and blocks personal data exfiltration from online forms

Any Questions?

- Project's Website



- Source Codes:

