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**ADULT CONSENT FORM**

**PRINCETON UNIVERSITY**

TITLE OF RESEARCH: Leaking Data: Building User Profiles from Targeted Advertisements

PRINCIPAL INVESTIGATOR: *Edward Felten*

PRINCIPAL INVESTIGATOR’S DEPARTMENT: *Computer Science*

You are being invited to take part in a research study. Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. Please take the time to read the following information carefully. Please ask the researcher if there is anything that is not clear or if you need more information.

**Purpose of the research:**

*We wish to discover whether user profiles (ie. user interests, demographic information, and identifying information) can be reconstructed from targeted advertisements. Targeted user ads are incredibly prevalent in today’s ad ecosystem, constructed based on ever more specific assessments of user interests.* *If third parties could reconstruct user profiles from targeted advertisements, serious questions would need to be asked about the stewardship of customer data by large organizations like Google or Facebook.*

**Study Procedures:**

*We will be collecting data on advertisements displayed to you through Google and Facebook, noting whether these ads are interest-targeted or more broadly location or context-targeted. From the information contained within these ads, we will attempt to derive a list of your interests. We will then benchmark our success against the interest lists identified for you by Google and Facebook, which we will ask you to self-report. Our program will also automatically note whether sensitive or personally-identifying data appeared in the advertisements shown to you – all such direct identifiers will be removed before we can access any of the advertisement data. You will be able to pause tracking at any point by temporarily disabling the extension or browsing in incognito mode, and stop tracking by uninstalling the extension. All direct identifiers will be removed and data will be kept confidential. Advertisement data will be tied only to a randomized study ID. All data will be destroyed at the end of the study.*

Your total expected time commitment for this study is: *20 minutes to install the extension and complete a survey,* *2 weeks with the extension installed (no minimum browsing requirement per day)*

**Benefits and Risks:**

*Benefits: You will be permitted to opt-in to a drawing for one of five $40 gift cards. You will also be offered an opportunity to receive a report on your interest-categorizations. These reports will not contain any direct identifiers, and will be available to only those candidates who opt in. The reports can be an interesting way for you to learn more about the kinds of advertisements targeted to you.*

*Risks: The advertisement data collected from you may reveal information about user identity to the research team (ie. the ads themselves may directly reference identifying information). Browsing habits may be disclosed while the extension is in use (based on the kinds of advertisements displayed). You may also be slightly inconvenienced by having to disable adblocking extensions and having to see ads through the duration of the study*

**Alternatives**

*N/A*

**Confidentiality:**

*All records from this study will be kept confidential. Your responses will be kept private, and we will not include any information that will make it possible to identify you in any report we might publish. Research records will be stored securely in a locked cabinet, on password-protected computers, or on password-protected online databases. The research team will be the only party that will have access to your data.*

**Compensation:**

*Participants will be eligible to opt-in to a raffle for one of five $40 gift cards.*

**Who to contact with questions:**

1. PRINCIPAL INVESTIGATOR:

*Edward Felten: felten@cs.princeton.edu*

2. STUDENT RESEARCHER:

*Bharath Srivatsan:* [*bharaths@princeton.edu*](mailto:bharaths@princeton.edu)

3. If you have questions regarding your rights as a research subject, or if problems arise which you do not feel you can discuss with the Investigator, please contact the Institutional Review Board at:

Assistant Director, Research Integrity and Assurance

Phone: (609) 258-8543

Email: [irb@princeton.edu](mailto:irb@princeton.edu)

I understand the information that was presented and that:

A. My participation is voluntary, and I may withdraw my consent and discontinue participation in the project at any time. My refusal to participate will not result in any penalty.

B. I do not waive any legal rights or release Princeton University, its agents, or you from liability for negligence.

I hereby give my consent to be the subject of your research.

Click here to enter text. Click here to enter text.

Subject’s Signature Date

Bharath Srivatsan 4/14/18

Person Obtaining Consent’s Signature Date