

Privacy-aware Personalization

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NU:BRIEF – A Privacy-aware Newsletter Personalization Engine for Publishers (RecSys '21)
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Why Recommender Systems and Personalization?

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A vibrant, crowded fruit market stall is the background of the slide. The stall is filled with a wide variety of fresh produce, including oranges, lemons, limes, kiwis, grapes, and various types of melons. There are also some packaged snacks and small bowls of fruit. A digital scale is visible on the left side of the stall. The overall scene is colorful and busy, illustrating the concept of 'Choice Overload'.

Choice Overload

Personalization, Privacy, and Me

- There is **little to no transparency** in how the data collected is used for personalization.
- In the name of **personalization, data is collected in excess**
- **People use their own tools to protect themselves** online like ad-blockers, VPN and privacy preserving browsers
- There is a **need to reach a balance between personalization experiences and privacy** to reap the benefit of both.
- Survey details available at:
<https://www.recsyslabs.com/personalization-privacy-and-me/>



**“It’s not that I’ve got
something to hide.**

**I’ve got nothing that
I want you to see”**

Better Personalization. How?

- **Private by Default** – Data should never be used against people in a way to benefit a third party – their identity belongs to them
- **Control** – People should have the ability to adjust their recommendations or delete their entire digital identity at any time
- **Delightful Discoveries** – Do not optimize for addictive behaviors
- **People & Technology** – Editors and algorithms must work together

The Emergence of Neo-Media

- As long as **people want** to be informed, entertained, and inspired, there will be profitable opportunities in publishing
- **Publishers** that innovate on their business models: **move away from ads** towards a **focus on delight their audiences**
- Think more like digital and product and **technology company**

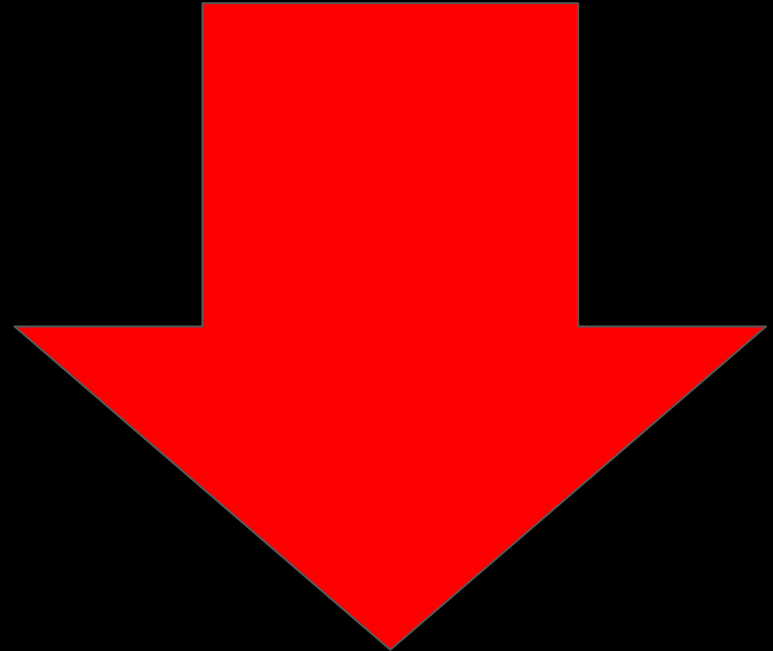


**Publishers need new revenue streams
beyond intrusive advertising**

-13%

digital ads

2020



Solution: Delight , Engage, Convert

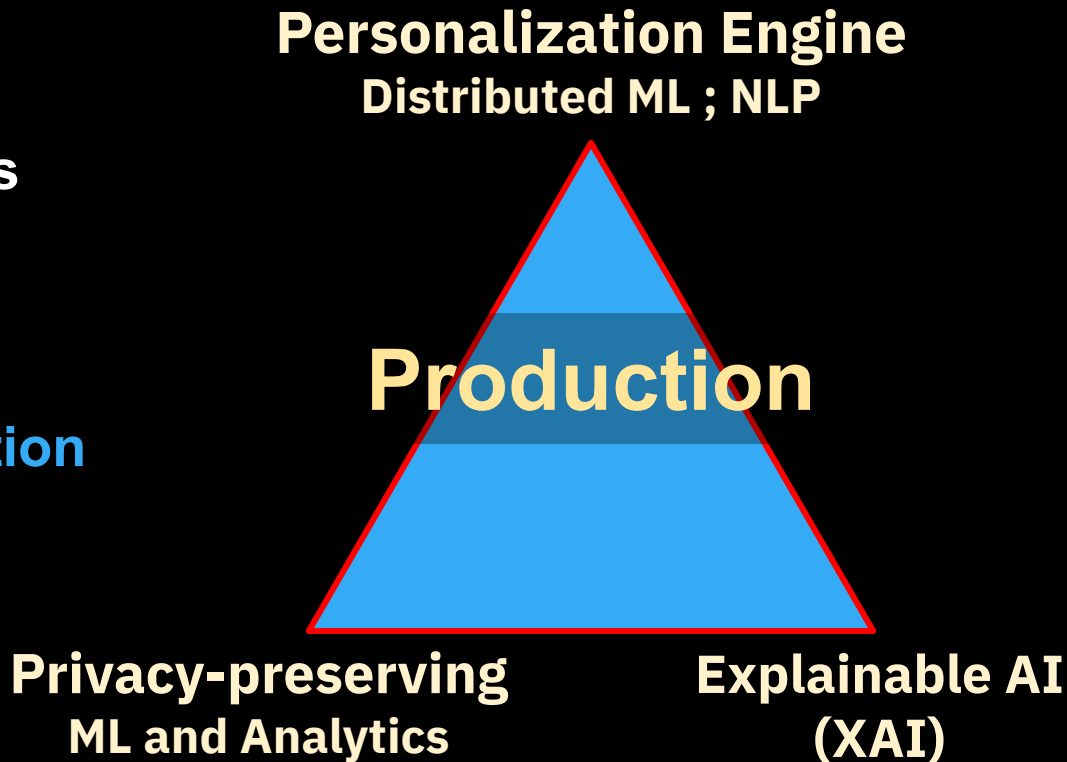
Membership Revenue Model

- **Personalized Newsletters:** connect readers with personalized content that is **worth paying for**
- **Proven model by big players. Currently manual process**
- **Our Tech: Automatically - using **AI/Machine Learning****

Secret Sauce

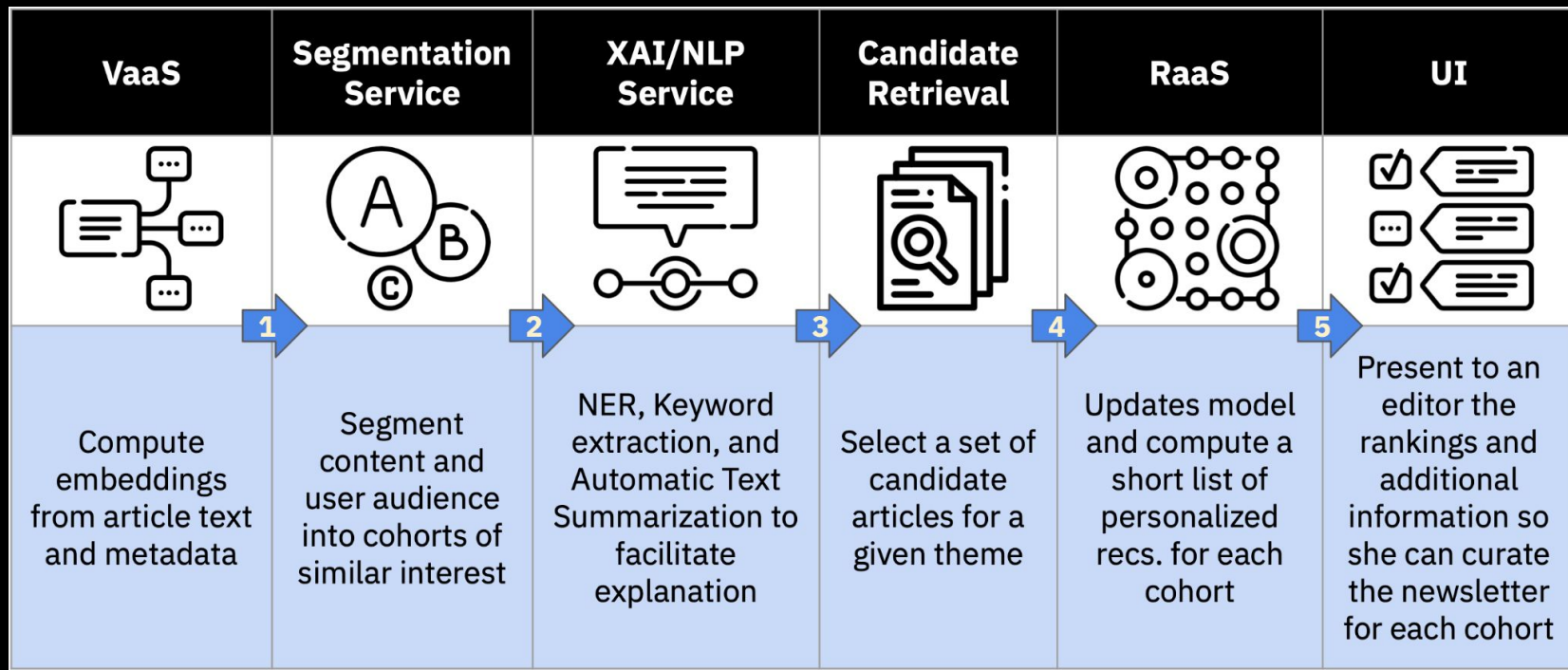
* **+15 years research**
combined on **recommenders**
systems and digital news
projects

* **Execution:** ML in **production**

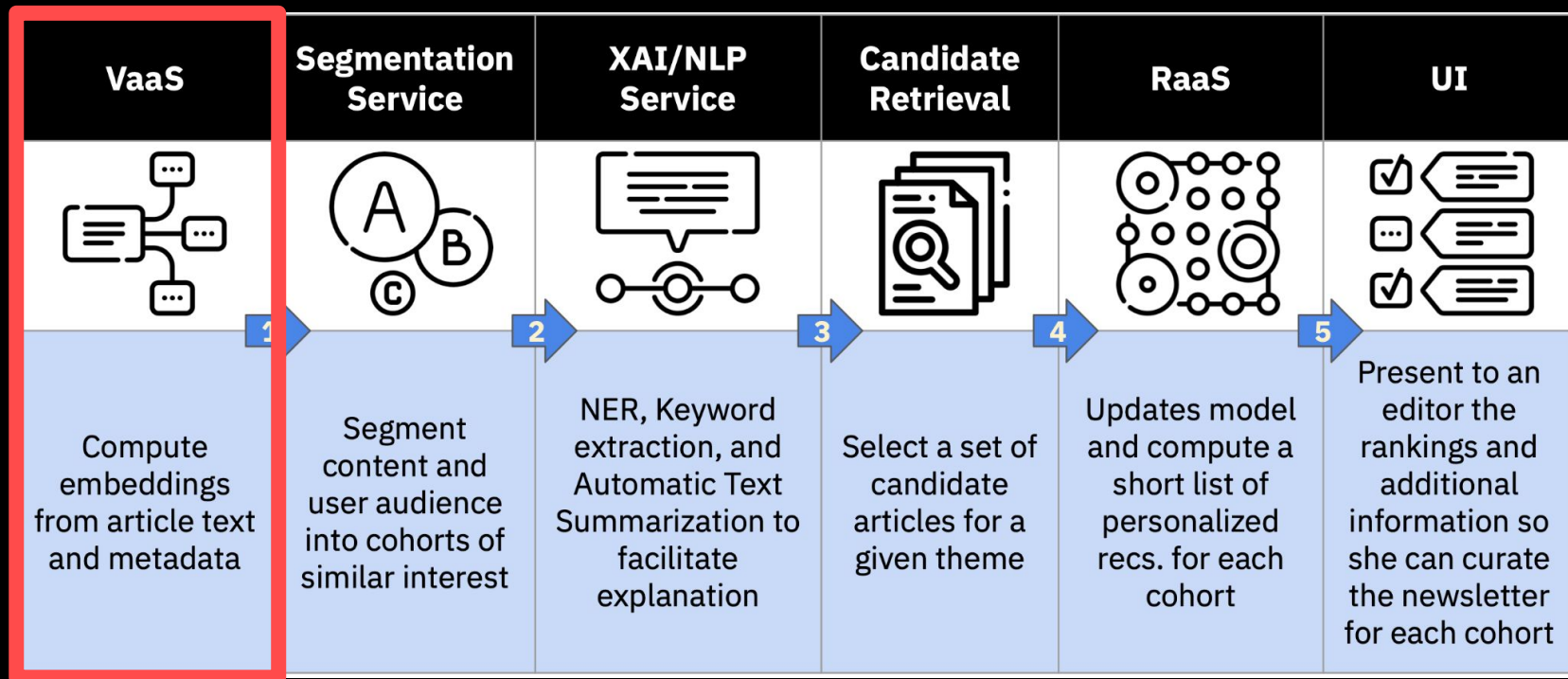


NU:BRIEF – A Privacy-aware Newsletter Personalization Engine for Publishers

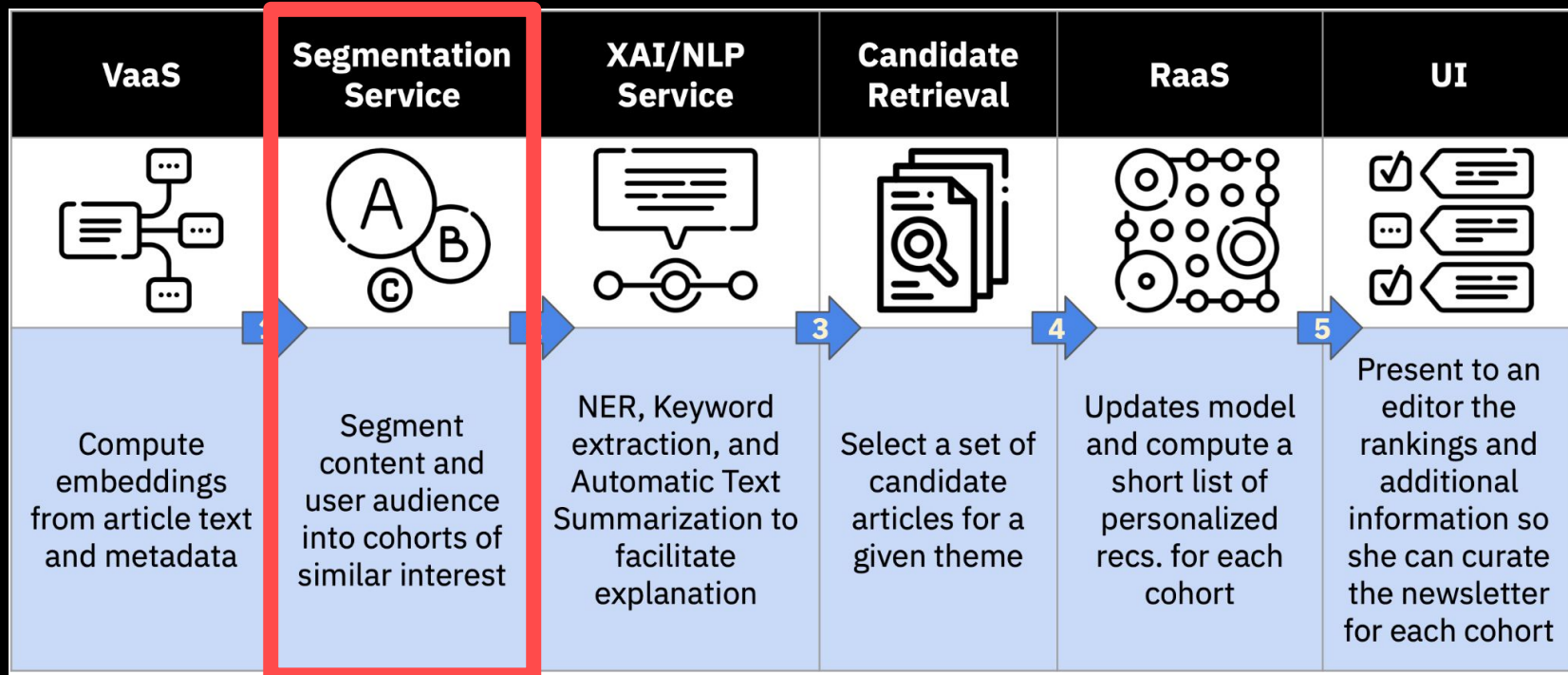
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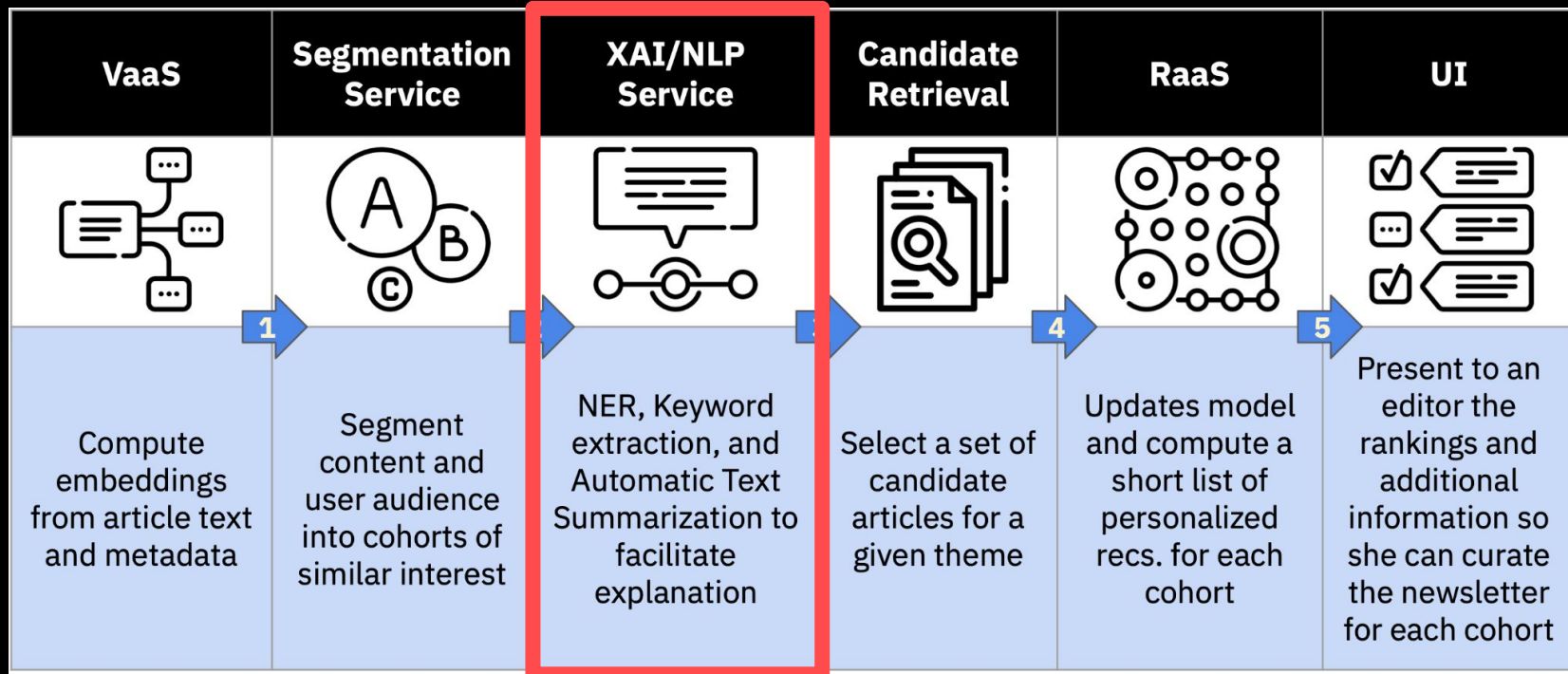
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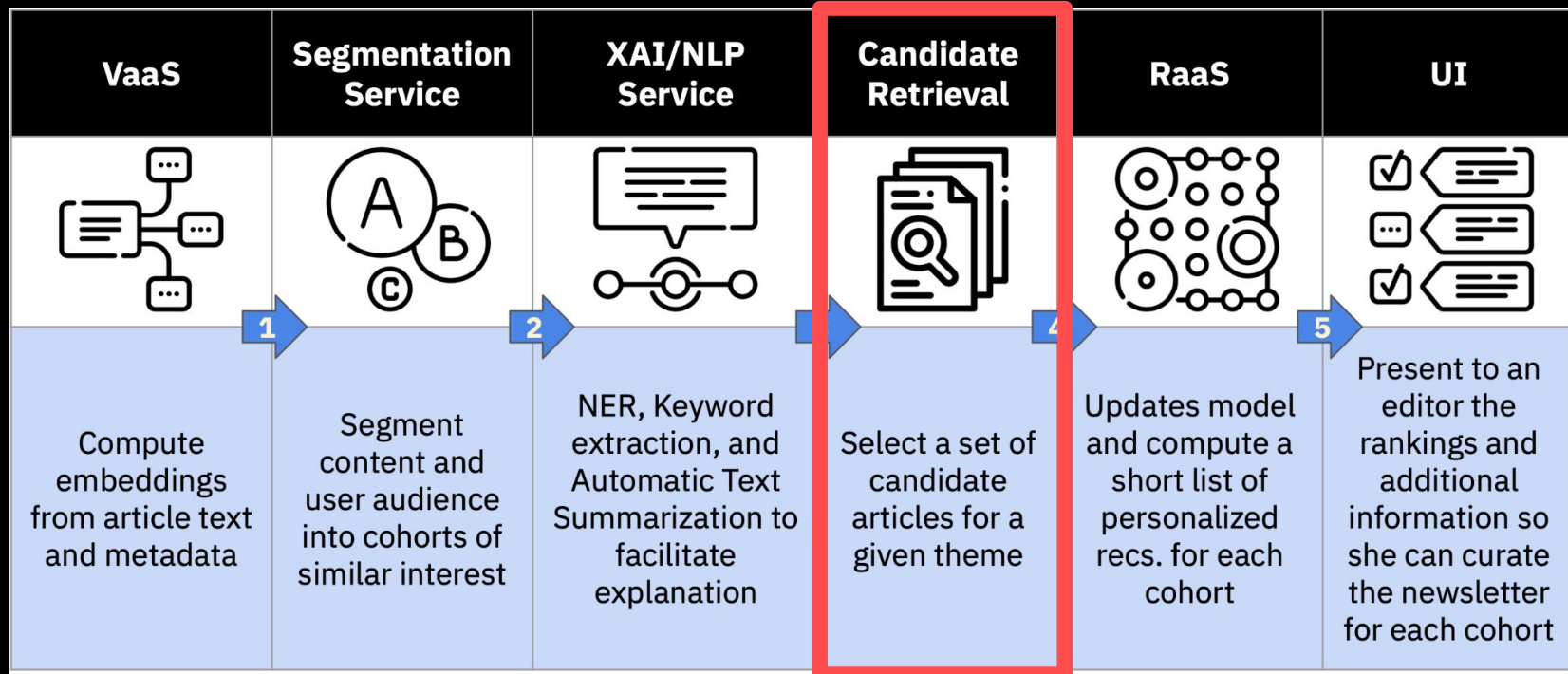
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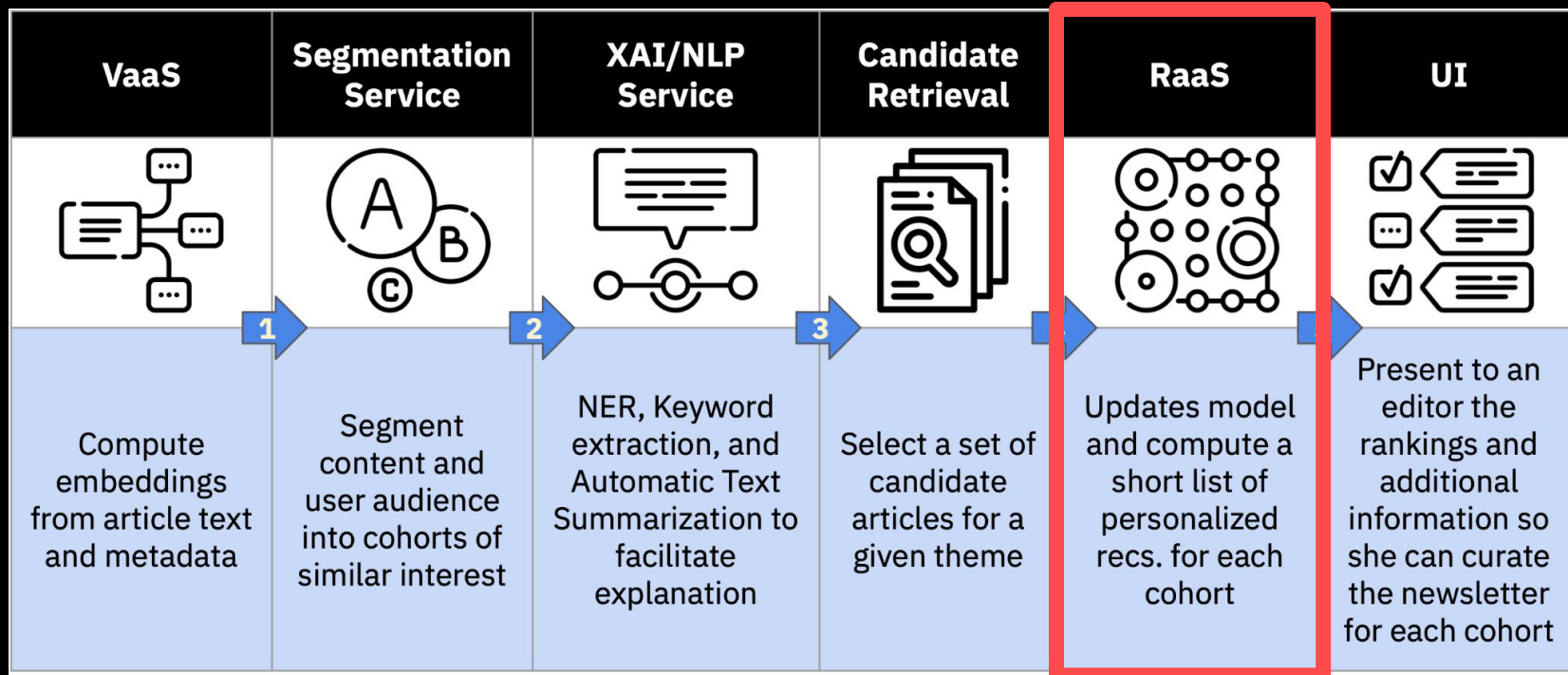
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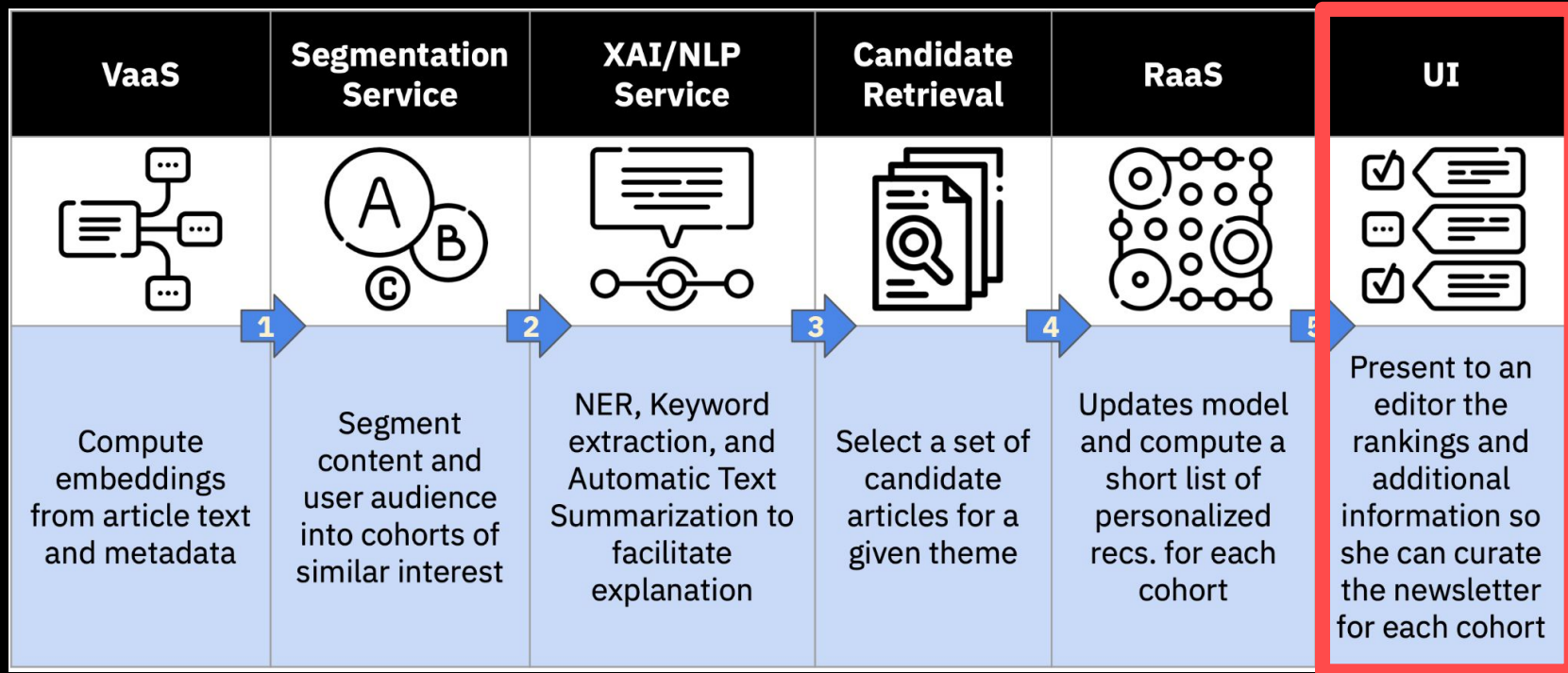
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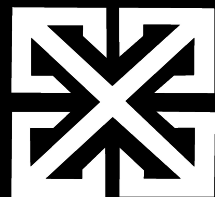
NU:BRIEF



NU:BRIEF's personalized newsletters

- **+34%** user-generated revenue (conversions)
- **80%** reduction in newsletter curation time
- **100% private by default:** No Liability of storing Personal Identifiable Information. No regulator fines.
Hackers can not steal what is not stored
- AI generated **rankings at human level**
(only **3.43%** error rate)

Enable disruption through a **better
personalized Internet** that **respects
individuals**





detour

A daily personalized selection of five long reads and slow news to give you a break from breaking news and pandemic-related content.

No cookies, no email address, no PII.



