

Empowering Users to Manage Their Personal Data

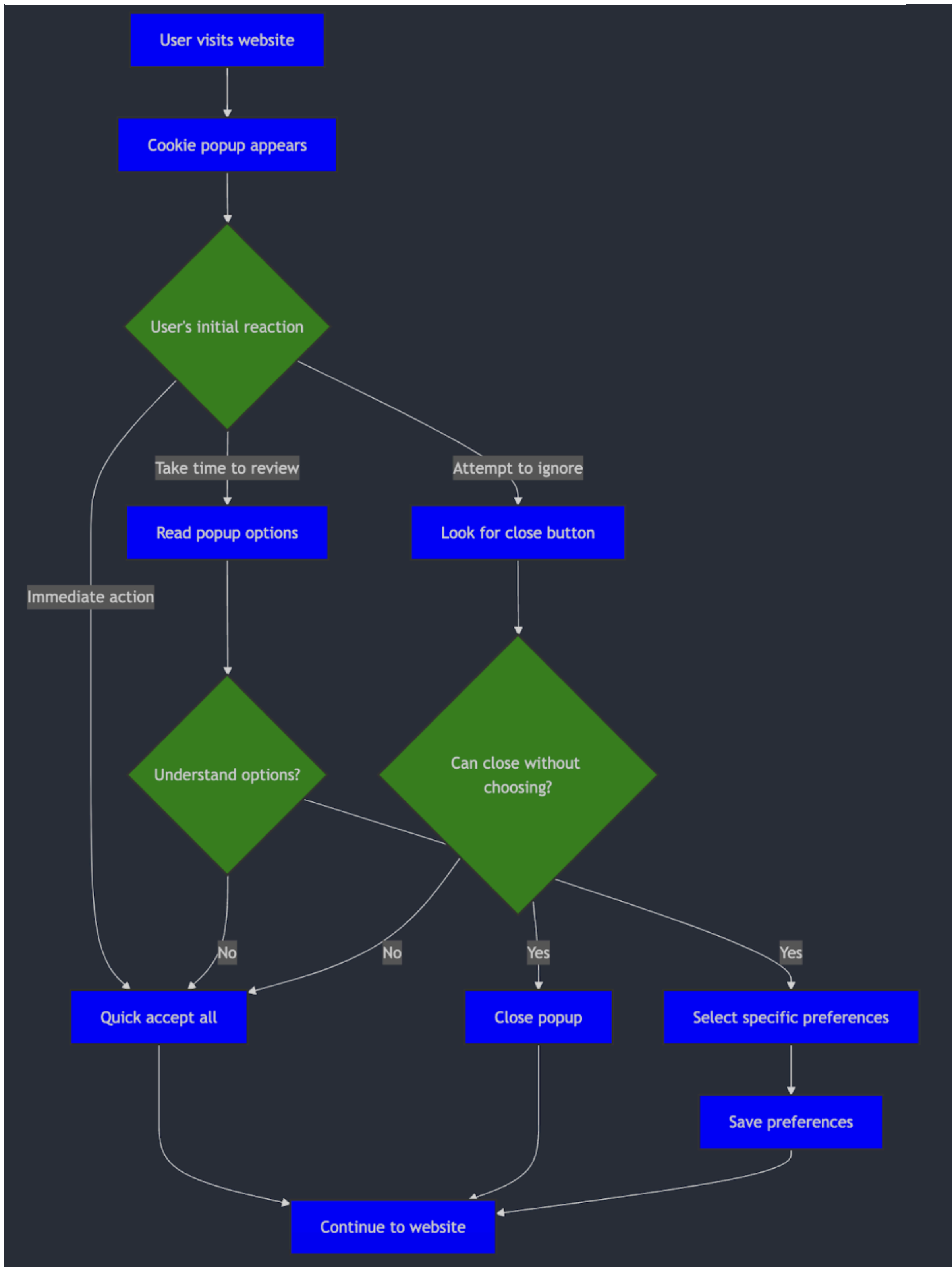
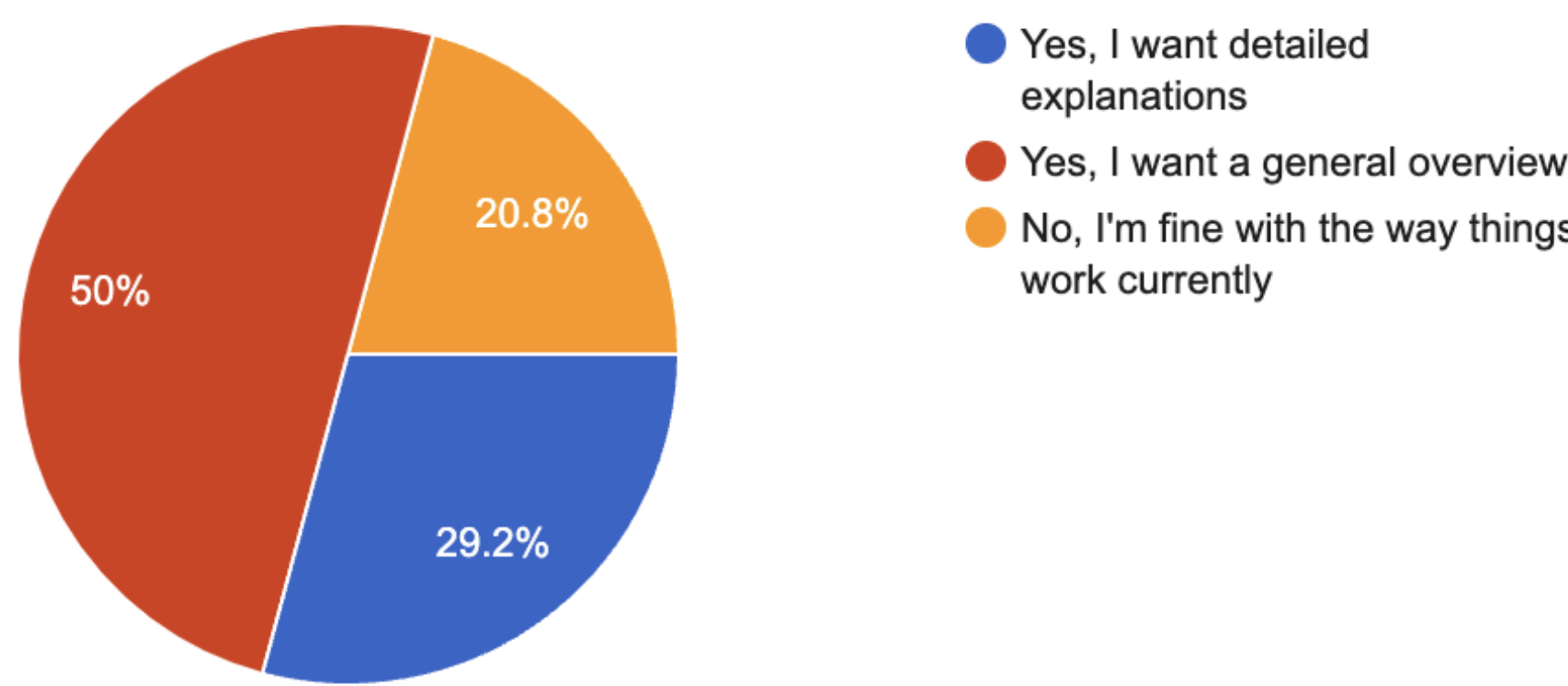
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The Problem

Do you want more transparency on how websites use your cookies?

24 responses



Takeaways:

- Users want more transparency regarding their data, but do not want to learn about how cookies work
- Users find cookie consent popups annoying, and want to be able to customize their cookie preferences easily

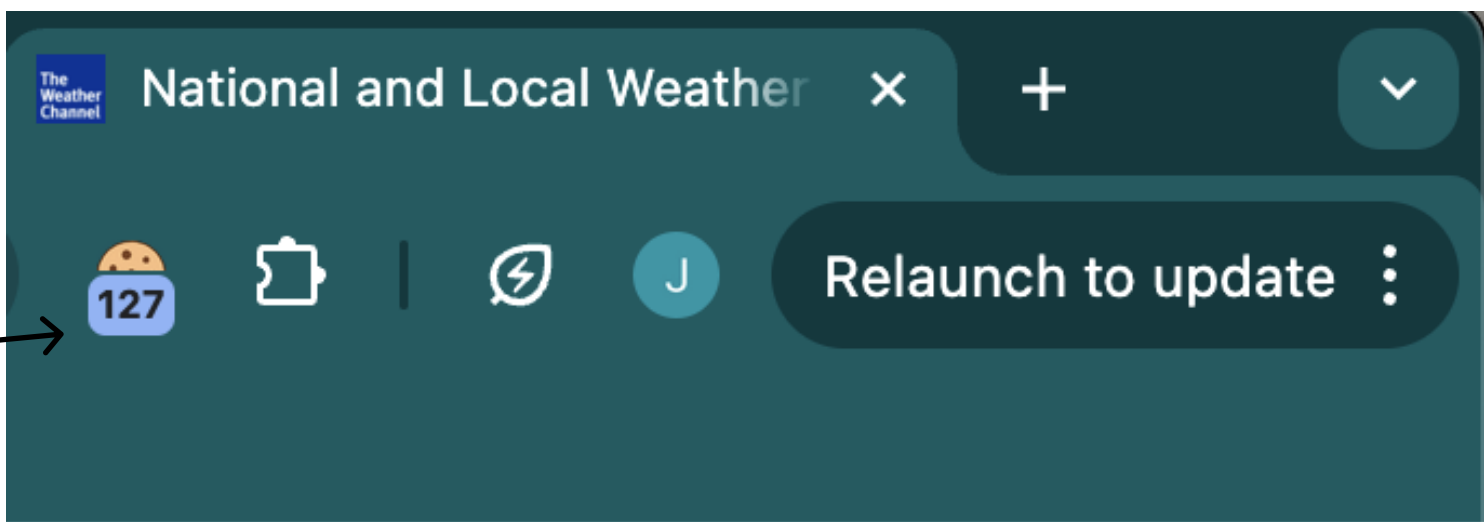
Design Goals:

- Simple, clear visualizations of active cookies
- Easy way to customize and save cookie preferences for different websites
- Concise explanations for cookies when user asks for them

Our System

The screenshot shows the 'Cookie Monster' interface for weather.com. At the top, there are buttons for 'Cookies' and 'Manage Blocked Cookies'. A 'Third Party Cookie Alert' states that weather.com is sharing data with 21 third parties and offers to block 107 cookies. Below this is a 'Quick Summary' showing 174 cookies found, categorized into Marketing (114), Analytics (2), Functional (1), and Necessary (57). A 'Block Selected' button shows 0 selected. A 'Marketing (114)' category is expanded, showing details for 'IDE' and 'ar_debug' cookies. A 'Menu to open up all cookies in category' is visible.

Badge shows number of Active Cookies while popup is not open



Manage Block List

Unblock Selected

Unblock All

4 selected

94 cookies blocked on this page

Select	Domain	Name	Category
<input checked="" type="checkbox"/>	doubleclick.net	IDE	Marketing
<input checked="" type="checkbox"/>	doubleclick.net	ar_debug	Marketing
<input checked="" type="checkbox"/>	rubiconproject.com	khaos	Marketing
<input checked="" type="checkbox"/>	rubiconproject.com	audit	Marketing
<input type="checkbox"/>	amazon-adsystem.com	ad-id	Marketing
<input type="checkbox"/>	amazon-adsystem.com	ad-privacy	Marketing
<input type="checkbox"/>	crwdcntrl.net	_cc_dc	Marketing
<input type="checkbox"/>	crwdcntrl.net	_cc_id	Marketing
<input type="checkbox"/>	crwdcntrl.net	_cc_cc	Marketing

Unblock all previously blocked cookies

Select a cookie to unblock

Explanations

The screenshot shows the 'Raw Cookie Details' for the 'IDE' cookie from doubleclick.net. It includes the cookie's name, value, path, and expiration date. A 'Powered by Gemini' logo is visible. Below the details, there is an 'AI Overview' section explaining the cookie's purpose: 'This cookie, called "IDE" from ".doubleclick.net", probably helps Google show you relevant ads across different websites. It tracks your interests and activities to personalize the ads you see, aiming to make them more interesting to you.'

Categorization and Classification Algorithm

