Trailmix

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The Problem

Have you ever searched for something on the Internet and a few days later, an ad about it pops up on Facebook, Instagram or Reddit? Or have Amazon recommend products after talking to Alexa?

- Site and third party tracking searches
- Sites using personal data to provide targeted Ads
- Collection of data by big corporations
- Malicious advertisements

The Aim and Purpose

Trailmix:

- Chrome browser extension
- Randomizes user preferences to allow for anonymity

Trailmix's aim:

- Eliminate ad tracking
- Reduce user's digital footprint
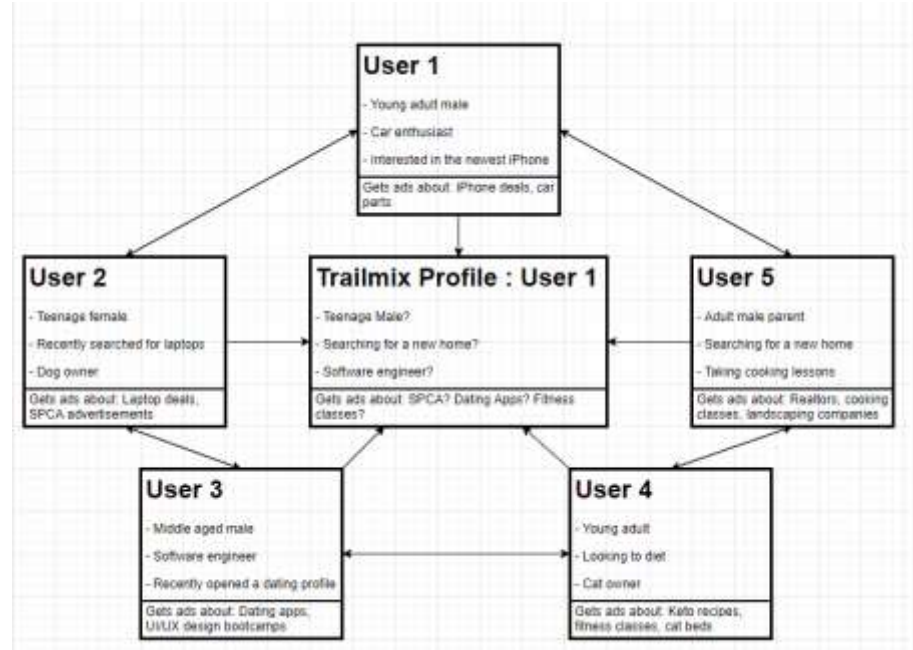- Decrease personalized advertisements

Trailmix ⟳ ⚙

Enabled

Last Profile Generated:
01 / 01 / 2020 : 12:34 PST

Originality of Trailmix

- Your advertising information, mixed
  - Peer-to-peer, Blockchain network
  - Randomly generated profiles for concealed browsing

- People should have their search history private from third party trackers
  - Own your data.

User 1
- Young adult male
- Car enthusiast
- Interested in the newest iPhone
Gets ads about: iPhone deals, car parts

User 2
- Teenage female
- Recently searched for laptops
- Dog owner
Gets ads about: Laptop deals, SPCA advertisements

Trailmix Profile : User 1
- Teenage Male?
- Searching for a new home?
- Software engineer?
Gets ads about: SPCA? Dating Apps? Fitness classes?

User 5
- Adult male parent
- Searching for a new home
- Taking cooking lessons
Gets ads about: Realtors, cooking classes, landscaping companies

User 3
- Middle aged male
- Software engineer
- Recently opened a dating profile
Gets ads about: Dating apps, UI/UX design bootcamps

User 4
- Young adult
- Looking to diet
- Cat owner
Gets ads about: Keto recipes, fitness classes, cat beds

Questions?