Breaking Free From Data Brokers

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Background

- What is a data broker?
- What is the data set?
- What is the problem given?
- How are we going to solve it?

Vision

- Functions of the website
  - Home
    - About, Data Broker List, Contact
  - Data Broker List
  - Ranking system
    - Recommended (High Priority), A-Z list, Z-A list
  - Filter system
    - Difficulty (Easy, Medium, Hard)
      - Based on number of steps (requirements)
    - Requirement (Name, Email, Address, Payment, IDs, Snail Mail)
    - Tutorial (walkthrough video)

Website

Future Works/Takeaways

- How can we improve this project?
- Design Considerations
    - Information on beneficial aspects
        - Ex. Credit Reporting, Personalized ads
    - Terms of opting out
        - From now on? Up until now?
    - Accessibility
        - Technology accessibility
        - CAPTCHA, Screen-reader compatible, etc
- Beyond the project
    - opt-in/out system is not always the most effective
    - How can individuals have more agency over the data?
    - Legislation on data collection