- Personalised web browsing experience is hard
- Especially with a rigorous and respectful privacy policy
- Ultimately, many of the approaches in UMAP strive to find innovative ways to extract a meaningful signal from very noisy data.

# TAAR

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moz://a

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- Martin Lopatka
- Time we have through… Mozilla's approach to recommending browser extensions
- Curiosity vs. builders **spatial anchor**
- give the time, focus on a very brief overview, and two specific design choices
- Privacy by design and CLLR

# signal and the noise

extract a meaningful signal from a quantity of collected data that will be both useful and generalizable

**moz://a**

└─signal and the noise

extract a meaningful signal from a quantity of collected data
that will be both useful and generalizable

speaker note

# title

content

mozilla

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speaker note