- 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.

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- Martin Lopatka
- Time we have through… Mozilla's approach to recommending browser extensions
- T.A.A.R.
- Curiosity vs. builders -> move **spatial anchor**
- given the time, focus on a very brief overview, and two specific design choices
- Privacy by design and CLLR

Telemetry-Aware Add-on Recommender

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└─Telemetry-Aware Add-on

- Full system Spec

- Due diligence
- Guards against Overfitting

Log Likelihood Ratio Cost (cLLR)

└─Log Likelihood Ratio Cost (cLLR)

- better usage of full signal if component modules a probabilistic (flavoured)
- better ensembles
- generalizable

User Choice and Performance

mozilla

- variable availability of our data, not only in terms of quantity but in terms of fields
- offer users granular choice in Telemetry
- Performs well and scales with data availability
- And 100% open source
- so if you are just curious or building something -> step back **spatial anchor**

Acknowledgements

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└─Acknowledgements

- Thank you all for choosing to come engage with me here
- I'll be happy... questions
- but first... acknowledgements