Title:	**Gotta Blockem all**

Subtitle:	Creating a usable tool against online trackers

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Short: *Todays websites and mobile applications heavily rely on third party libraries: to display advertisement, to enable social networking, and to analyze their audience. The convenience of these third party libraries comes at the cost of privacy violations for their users.*

Long: A number of blocking-tools tackle this privacy issue including Adblock Plus and Ghostery. In this talk we present an analysis on the effectiveness of todays blocking tools. These blocking tools focus to a large extend on the traditional Desktop web-browser, while at the same time a global shift towards mobile devices can be observed. We present our open source project, called Usable Privacy Box (upribox), which aims to make tracker-blocking on mobile devices easy and usable. The talk starts of with a brief introduction on state-of-the-art methods to track users online. Hereby, we discuss traditional tracking cookies, super cookies, as well as fingerprinting. This first part should set the stage for our research and the goals of our privacy tool, and provide an overview on current research in the area of user tracking. The second part presents the primarily results of our study on user tracking. Our study analyzed the effectiveness of todays tracker-blocking extensions on popular websites and Android applications. Finally, we present the Usable Privacy Box (upribox), which aims at making the protection against user tracking as easy as possible. The upribox creates its own Wifi network and filters advertisement and trackers transparently, without requiring additional configuration.