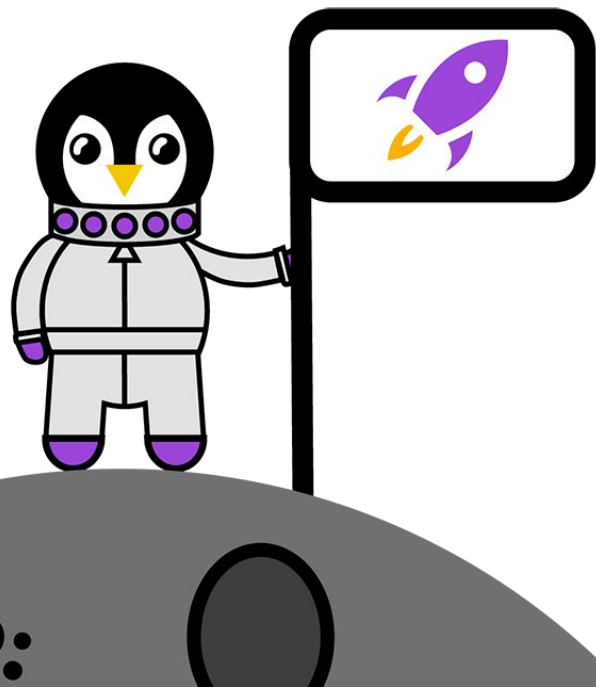# Privacy Pioneer

Automating the Creation of Privacy Labels for Websites

Judeley Jean-Charles, Daniel Goldelman,
Justin Casler, Logan Brown, Owen Kaplan,
Hamza Harkous and Sebastian Zimmeck

Wesleyan University,
2023 Summer Program for Research in the Sciences
July 27, 2023

https://github.com/privacy-tech-lab/privacy-pioneer
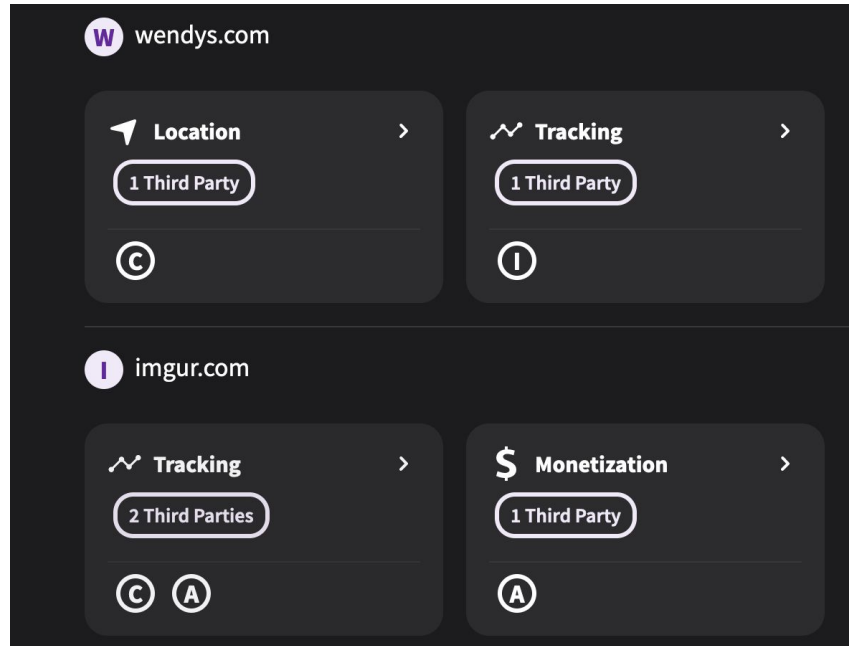https://privacytechlab.org/

Where is My Data Going Online?

- People don't have a general understanding of what data is received by websites & third parties
- Websites & third parties are not transparent with the information they collect from users
- Data collected by websites and third parties can be used for:
  - Financial gain
  - Building a personal profile for targeted advertisements
  - Market research
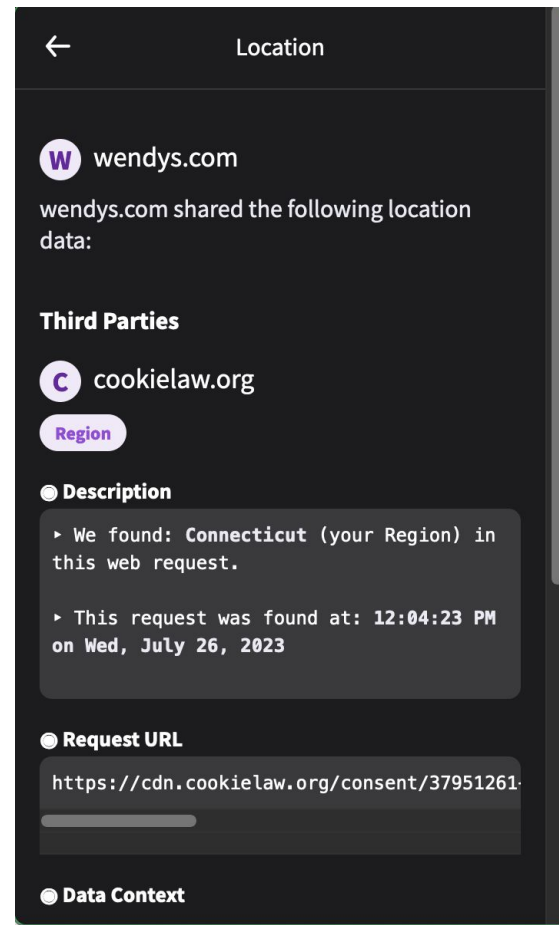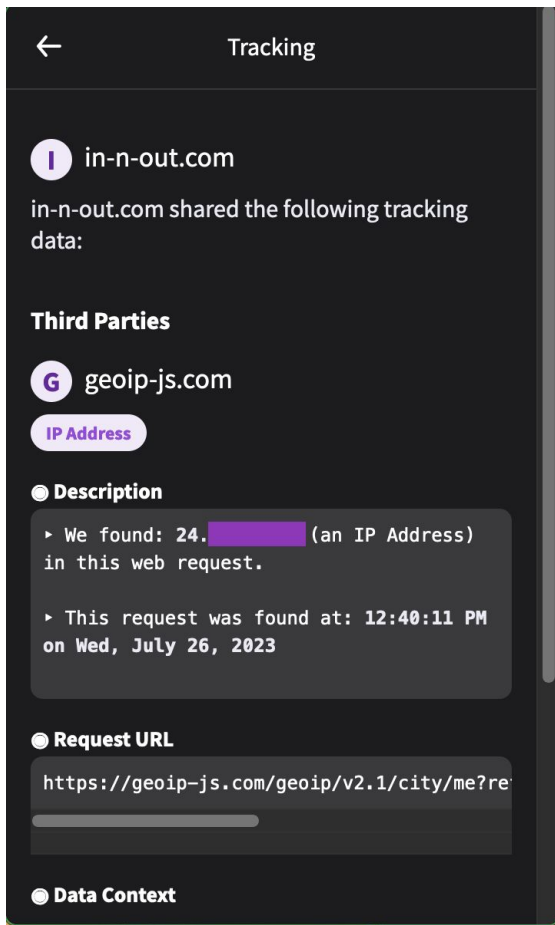 - Analytics

What is Privacy Pioneer?

- Privacy Browser extension that leverages rule-based learning and machine learning technologies to create privacy labels

What does Privacy Pioneer Track?

- Monetization (Advertisements.)
- Location (City, Region, Lat/Long, etc.)
- Tracking (IP Address, Tracking Pixels, Browser Fingerprinting)
- Watchlist (Custom keywords inputted by user)

Tracking

← Tracking

I in-n-out.com

in-n-out.com shared the following tracking data:

Third Parties

G geoip-js.com

IP Address

◉ Description

‣ We found: **24.** ████████ (an IP Address) in this web request.

‣ This request was found at: **12:40:11 PM** on **Wed, July 26, 2023**

◉ Request URL

https://geoip—js.com/geoip/v2.1/city/me?re

◉ Data Context

Location

← Location

W wendys.com

wendys.com shared the following location data:

Third Parties

C cookielaw.org

Region

◉ Description

‣ We found: **Connecticut** (your Region) in this web request.

‣ This request was found at: **12:04:23 PM** on **Wed, July 26, 2023**

◉ Request URL

https://cdn.cookielaw.org/consent/37951261-

◉ Data Context

We would like to thank our financial supporters!

Major financial support provided by Google.

Google

Additional financial support provided by Wesleyan University and the Anil Fernando Endowment.

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