

Privvy

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Data management just became easy!

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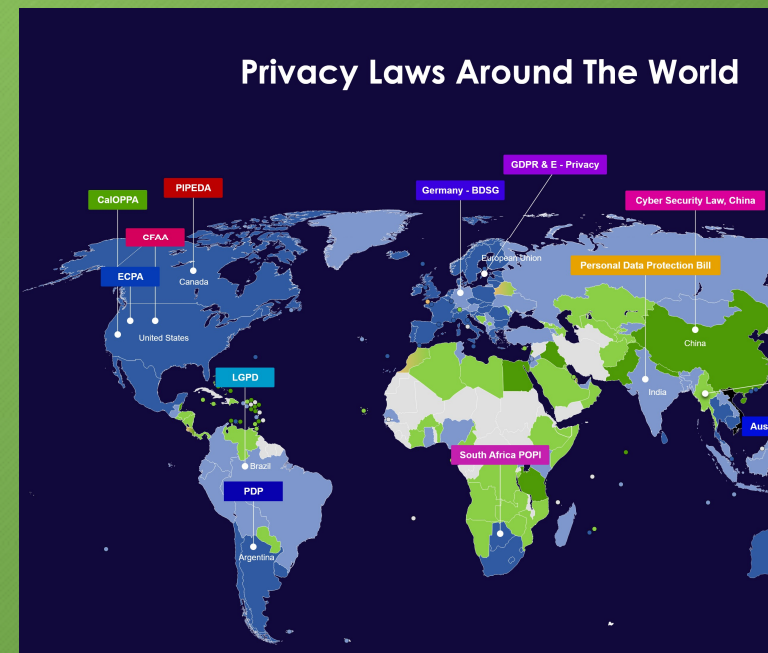
Conclusion

background

New and increasingly stricter local and national laws, such as GDPR, CCPA, and LGPD, are providing citizens and consumers with privacy rights.

For example, these laws give individuals the choice to consent to cookies and to consent to the selling of their personal information.

Companies collect, process, and manage personal information, but individuals do not have a way to manage their new privacy rights.



Problem Statement

The global data governance market size is expected to grow from USD \$2 billion in 2020 to USD 5.7 billion in 2025, at Compound Annual Growth Rate (CAGR) of 22.3% during the forecast period.

The data privacy market is growing exponentially and people want more control over their data.

- See <https://www.marketsandmarkets.com/Market-Reports/data-governance-market-108243043.html>

There are many companies working on detecting if your personal information has been exposed by a data breach. These methods are reactive in nature, because they occur after the personal information is exposed.

ur Approach

Privvy is a data management application that proactively helps individuals exercise their privacy rights.

When a user visits a website, Privvy navigates through the website page to search for the cookie policy. The system then scrapes the cookie policy and extracts relevant information such as the permissions the website is asking for. It shows all the cookies that are active on the particular website.

Next Steps

- The intent is to take this idea to the next level by allowing the user to make sure they understand what they are signing up for and for the user to have control over their data privacy rights.
- By extracting information from a privacy or cookie policy, the system can prompt the user to take an action, such as consenting to or deleting cookies.

Technical Specifications

Chrome Extension

Google API

Javascript

Python

Node.js

NLP (proposed)

Conclusion

The application will help users manage their privacy rights.

We envision enabling this as a plugin software for users across the globe to manage their data being shared in a more transparent fashion and to have enhanced control over their data.