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Is it Possible to Combat Internet Tracking, While Maintaining a Useable Internet Experience

It's common knowledge that privacy is an ever growing issue; the ways that companies track users is growing faster every day. Whether it is simple things like cookies or click jacking, or more complicated measures such as using complicated algorithms that monitor how your battery life is used; it is a billion dollar industry dedicated to tracking users and building a user profile which they sell to the highest bidder. When this data is exposed by hackers or negligent use, these user profiles that can contain things as sensitive things such credit card numbers or other secure things are exposed to the underworld.

To moderately privacy minded individuals, they combat this through various approaches, such as VPNs, ad blockers, apps & plugins which block tracking. These approaches are limited in what they can actually protect you from. Further, it is increasingly difficult for laymen to keep up-to-date so to speak with current data tracking techniques.

In an age where over 46% of the world has access to the internet¹, is it possible to have anonymity while still being able to use the internet? This is what this paper hopes to investigate. It also seeks to find a way to create an application to implement such a system, where the user would be able to know to what level they were exposing themselves as well as giving them the ability to restrict what they are sharing with the world.

More succinctly, this paper will investigate ways that data tracking happens, expose the underworld where the user profiles are built. It then will investigate the different ways that tracking can be prevented, finally it will give a conclusion to whether or not it is possible to prevent tracking while maintaining a useable internet experience.

¹ "Topic: Online Privacy." *Www.statista.com*. N.p., n.d. Web. 24 Oct. 2016.