

- Introduction:
  - Background:
    - [The Internet is a] George Orwellian version of a Cheers bar--a place where everybody knows your name, even if they shouldn't" Steve Case, CEO of AOL, speaking before the National Press Club (26 October 1998)
  - Problem:
    - Lack of a full understanding of how much data is being exposed and how maliciously it can be used.
      - When users post material online, they are more likely than not to attach their name or a recognizable screen name to their material: 49% of internet users say they have used their real name and 47% use a screenname or username that people associate with them. At the same time, 25% of internet users say that they have posted material without revealing who they are.
  - Summary:
- Related Work
  - Individual Programs:
    - Ad Blocker
      - blocks obtrusive ads on web pages, while helping to protect against malware and tracking.
    - Ghostery
      - Alerts users about the web bugs, ad networks and widgets on visited web pages
    - Disconnect
      - make the Internet better by giving people greater transparency and control over the personal information they share online
    - EditThisCookie - cookie manager
  - Studies
    - Pew Institute taking lots of surveys on people's perception of the internet

- Adversary Model
  - All types -- mainly malicious data collectors that are praying on uninformed users - basic protection like not using https or inputting name, passwords into unsecure sites.
- Methodology
  - Single application with the following features:
    - SSL alert
      - Screen shot
    - Location / GPS alert
      - Screen Shot
    - Camera / Audio alert
      - Screen Shot
    - Hardware Usage information / Alert
      - Screen Shot
    - Add Blocker
      - Screen Shot
    - Tracker Blocker
      - Screen Shot
- Implementation/Experimentation
  - Research -- Pew Article
    - types of data tracking
    - prevention tracking
    - is it possible to prevent tracking and maintain a usable internet experience
- Conclusion
  - Summary
  - The Future
    - Security Score
    - Full System Integration
- References