

Cross Device Tracking

A privacy analysis

What is Cross Device Tracking?

- Creation of accurate usage profiles
- Monitoring user behavior across various devices



65% Start on a Smartphone



61%
Continue on
a PC/Laptop

4%
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a Tablet

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19%
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5%
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a Tablet

11% Start on a Tablet



10%
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Privacy Concerns

- Lack of Transparency
- Third-Party Involvement
- User Identifiability
- User Consent



Objectives

- Examination of Methodologies, technologies, applications
- Analysis of outgoing Requests
- Interesting follow-up questions
 - Cross-country comparison
 - Cross-platform comparison (mobile vs. desktop)
 - Comparison of different types of websites (e.g news vs social media websites)

Methodology

- Pre-select websites
- Data Collection (OpenWPM, BeautifulSoup, Selenium,.. ..)
- Analyze dataset regarding origin, frequency, target and purpose

