

# Browser Wars: A New Sequel?

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A Long Time Ago,  
In a Galaxy Far, Far Away...

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# A Long Time Ago, In a Galaxy Far, Far Away...

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Internet Explorer 2.0





# Browser Wars

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Internet Explorer 2.0

# Browser Wars

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Javascript

<blink>

Jscript

<marquee>

# Browser Wars

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This site best viewed with...

`#ifdef`

# Three Ideas

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1. How privacy professionals view privacy changes the set of likely solution spaces
2. Do Not Track could touch off another round of browser incompatibilities, sort of
3. Are ads the new spam?

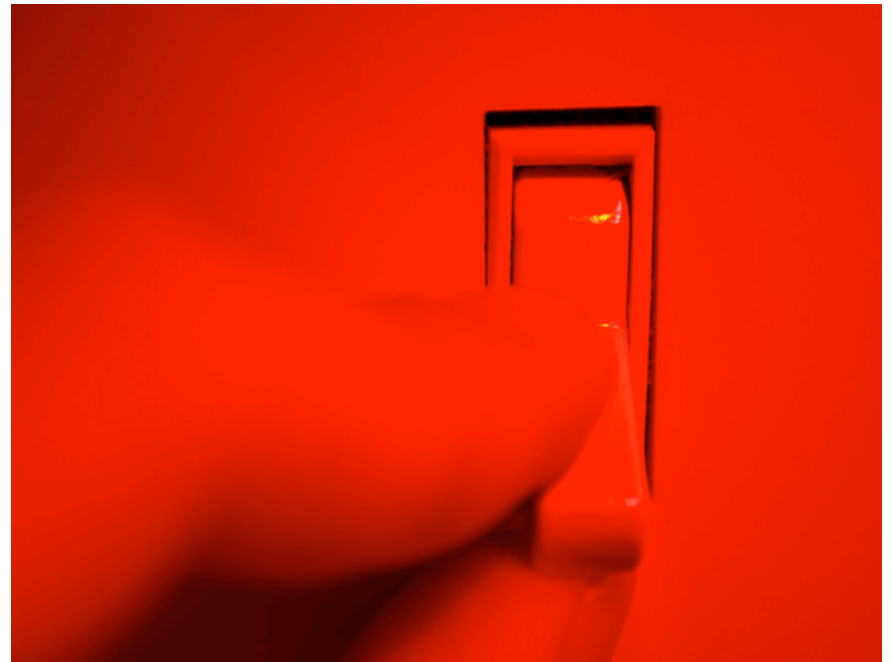
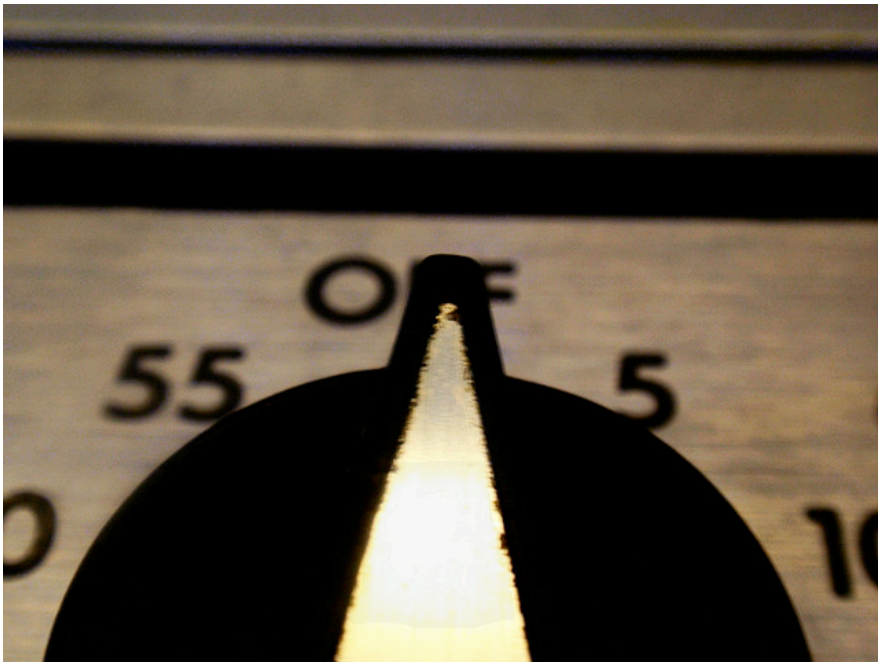
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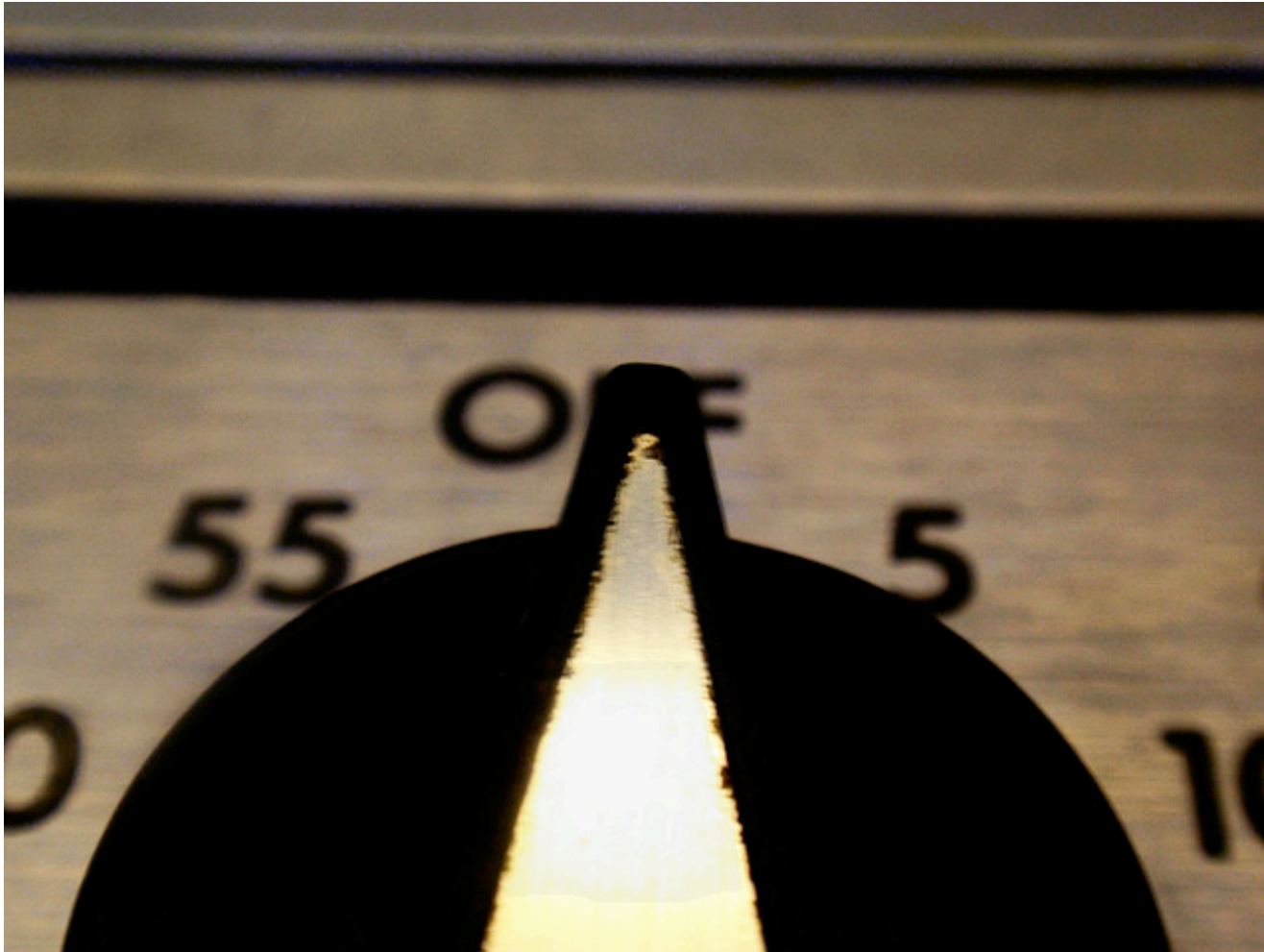
# Is Privacy Like a Dial or a Switch?

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# Autonomy for Heterogeneous Users

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# Privacy is Just Like Security

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## Example 1: Local Storage Objects

Example 2: Do Not Track

# Three Ideas

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# Do Not Track

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IE 10

Apache

DAA

Yahoo!

Different parties on the web may respond in different ways to DNT requests, based on the user agent string they detect for the user's browser

Browser	Setting	Party	Result
IE 9	DNT:1	Yahoo!	DNT honored
IE 10	DNT:1	Yahoo!	“Turn off DNT or use a different browser”
IE 10	DNT:1	3rd party ad network Acme on <i>USA Today</i>	Acme tracks, notes in privacy policy & response. USA Today tracks as 1st party, but does not sell user-identifiable data
IE 10	DNT:0	“	Same tracking; USA Today sells Alice’s reading history

# Three Ideas

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1. How privacy professionals view privacy changes the set of likely solution spaces
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3. **Are ads the new spam?**



SpamAssassin

# Abine's DoNotTrackMe

“Marvelous! Your all-time total is: 7 blocked”

Connecticut school shooting complete d  
www.examiner.co

abine [ + ] DoNotTrackMe

**examiner.com** 1  
*Was tracking me*

Blocking 1 company from knowing what I do here

1 social network tracking me: 1 blocked

No tracking companies found here.

Marvelous! Your all-time total is: 7 blocked

100  
67  
33  
7  
0  
493 for Bronze

Dec 7 Dec 9 Dec 11 Dec 13

Time since blocking chart began

My Stats

DNT+ Is Now DoNotTrackMe Free Risk Assessment Go Private on Facebook

DeleteMe MaskMe beta

# Ad Blockers for Privacy

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An Approach for Identifying JavaScript-loaded Advertisements through Static Analysis, *WPES 2012*

Caitlin R. Orr, Arun Chauhan, Minaxi Gupta, Christopher J. Frisz, and Christopher W. Dunn (Indiana University)

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- Spam: <https://secure.flickr.com/photos/dok1/2607573904/sizes/z/in/photostream/>