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# DATA TRANSPARENCY LAB

**Tools for transparency: examples and challenges**

## WHAT IS THE DATA TRANSPARENCY LAB?

A community of technologists, researchers, policymakers and industry representatives working to advance online personal data transparency through scientific research & design

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**DATA**  
**TRANSPARENCY**  
**LAB**

**Personal Data Transparency is about providing tools to redress the transparency unbalance between the user and the rest of the ecosystem**

**USERS WANT TO UNDERSTAND THE USE OF THEIR DATA AND DECIDE WHAT TO DO**

DIFFERENT ATTITUDES  
TOWARD PRIVACY

Flexibility

DIFFERENT TYPES OF  
PRACTICES ON  
PERSONAL DATA

Different tools needed

**PERSONAL DATA TRANSPARENCY**

**know  
understand  
act**

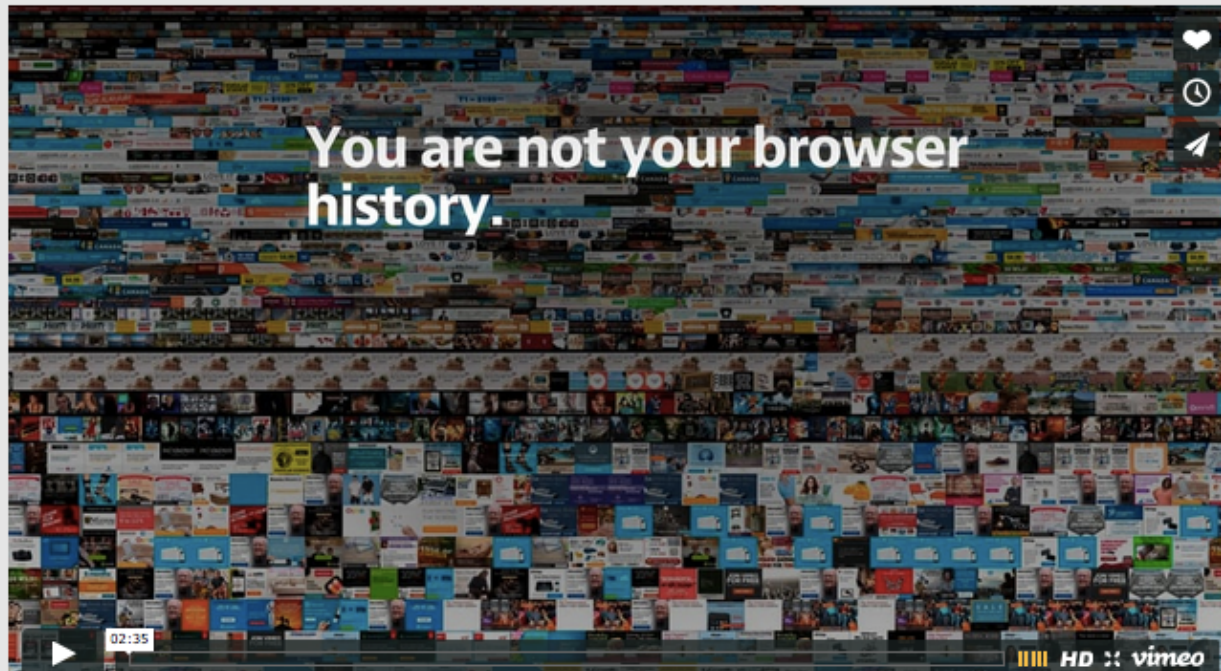


## KNOW: WHAT?

FLOODWATCH  
A COLLECTIVE AD MONITORING TOOL FOR SOCIAL GOOD

STAY TUNED FOR THE BETA RELEASE OF FLOODWATCH

SIGN UP TO RECEIVE AN EMAIL NOTIFICATION WHEN THE BETA RELEASE IS READY.



**KNOW: WHAT?**



# \$heriff



**Detecting Price Discrimination**

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Install Sheriff\_v2 - Chrome

Install Sheriff\_V2 - Firefox

Install Sheriff(Old version) - for IE

KNOW: WHAT?

<div>All Prices ResultsResults Details</div>		
Variant	Converted Value	Original Text
You	€ 15.47*	\$16.94
Windows 7, Chrome, Spain	€ 15.47*	\$16.94
Mac OS, Safari, Spain	€ 15.47*	\$16.94
Linux, Firefox, Spain	€ 15.47*	\$16.94
United States, Washington	€ 9.12*	\$9.99
United States, California	€ 9.12*	\$9.99
United States, Maryland	€ 9.12*	\$9.99
United States, Florida	€ 9.12*	\$9.99
United States, Arizona, Tuscon	€ 9.12*	\$9.99
Canada, Ontario	€ 10.05*	\$11.01
Czech Republic, Praha	€ 11.04*	\$12.09
Poland, Warsaw	€ 11.22*	\$12.29
Italy, Sicilia	€ 16.89*	\$18.50
France, Champagne-ardenne, Troyes	€ 13.48*	\$14.76
Ireland, Westmeath	€ 10.58*	\$11.59
Portugal, Praga	€ 11.22*	\$12.29
New Zealand, Dunedin	€ 9.12*	\$9.99
Hong Kong	€ 9.12*	\$9.99
Singapore, Singapore	€ 9.12*	\$9.99
Thailand, Bangkok	€ 9.12*	\$9.99

KNOW: WHAT?

ReCon

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What do you want ReCon to do with this leak in the future? [Tap to control](#)

ifa=20332435-11EF-4F93-AF78-8C8F0300F74A has been sent to **mopub.com** (Tracker) by the \*default\* app at least 6 times, (lastest at 2016-04-07 15:03:07 UTC).

What do you want ReCon to do with this leak in the future? [Tap to control](#)

idfa=20332435-11EF-4F93-AF78-8C8F0300F74A has been sent to **tapstream.com** by the \*default\* app at least 2 times, (lastest at 2016-04-08 12:32:21 UTC).

What do you want ReCon to do with this leak in the future? [Tap to control](#)

a\_id=20332435-11EF-4F93-AF78-8C8F0300F74A has been sent to **fiksu.com** by the \*default\* app at least 26 times, (lastest at 2016-04-08 12:32:21 UTC).

What do you want ReCon to do with this leak in the future? [Tap to control](#)

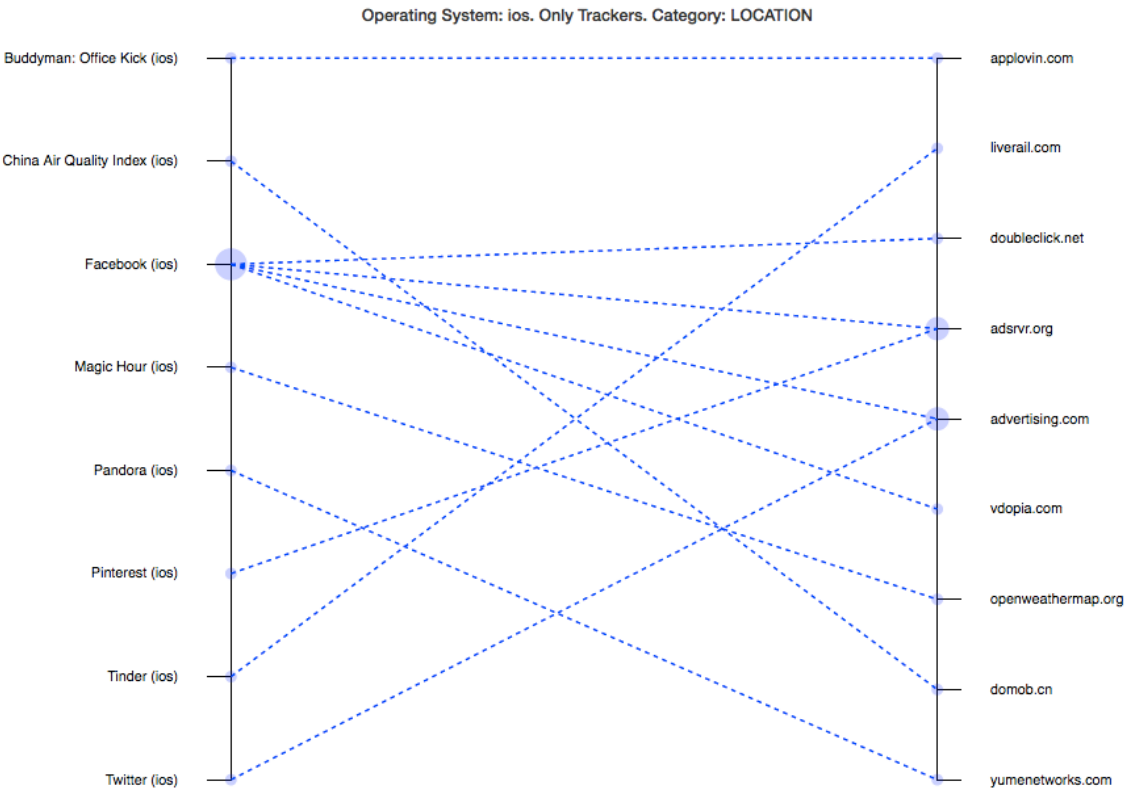
rdid=20332435-11EF-4F93-AF78-8C8F0300F74A has been sent to **googleadservices.com** (Tracker) by the \*default\* app at least 6 times, (lastest at 2016-04-07 15:03:10 UTC).



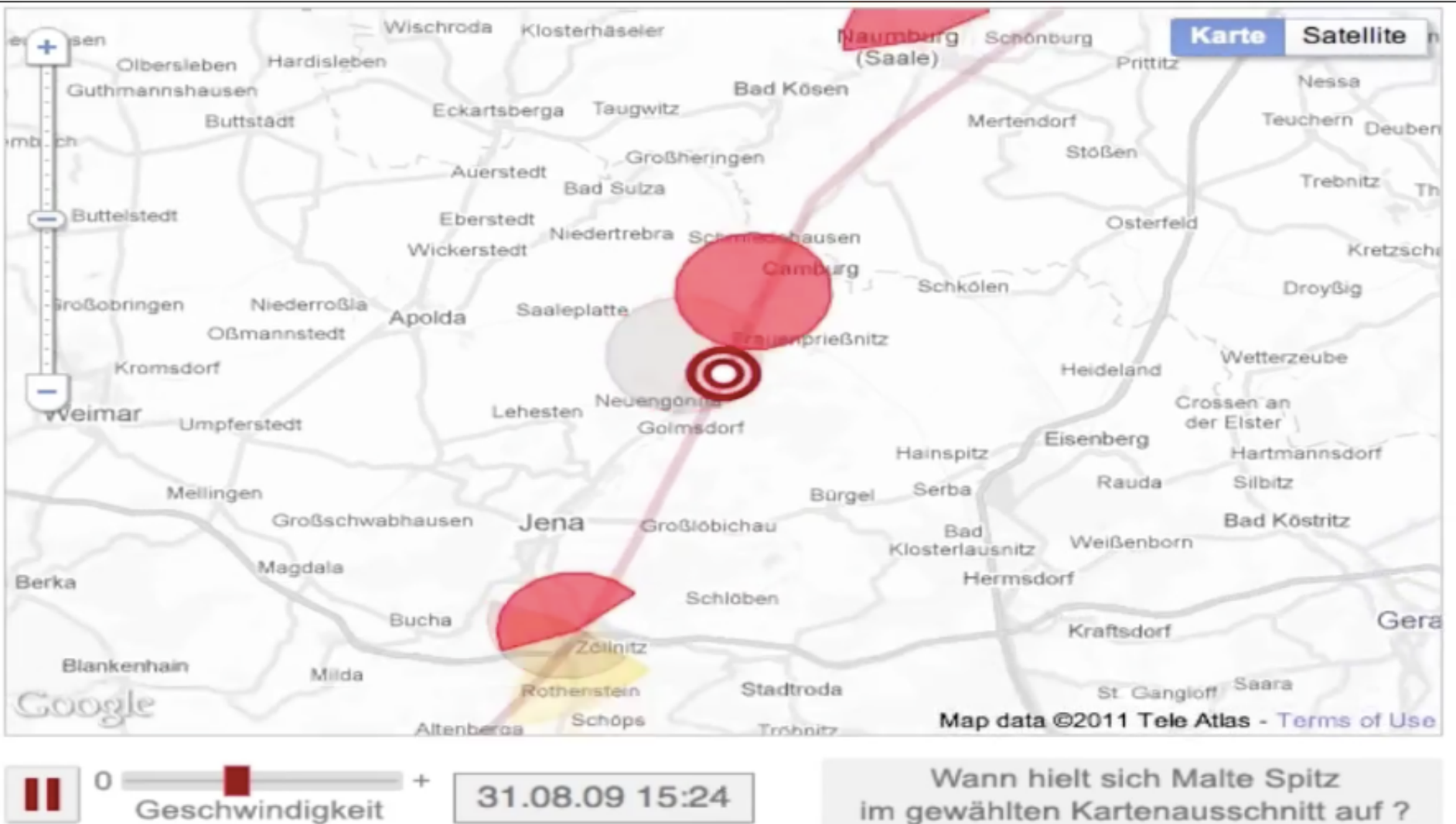
KNOW: WHO?

Understand the actors and players

Graph of Applications leaking PI vs. receiving Domains.



KNOW: WHEN? WHERE?



## KNOW: HOW?

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Computing

## Largest Study of Online Tracking Proves Google Really Is Watching Us All

**If you read or clicked anything online today, some part of Google probably knows about it.**

That's one lesson from the **largest study** yet of the technology that tracks people's movements around the Web. When Princeton researchers logged the use of tracking code on the Internet's millic most popular websites, Google code was found on a majority of th

Google Analytics, a product used to log visitors to websites that

## KNOW: WHY? WHAT FOR?



## DATA TRANSPARENCY LAB: TOOLS ARE KEY

The best way to raise awareness is by offering tools that let them easily understand how data is being used

### TOOL AVAILABILITY IS KEY

Awareness will be raised by offering **tools** to users that let them **understand** what happens with their **personal data and manage it**

### TOOLS TO HELP THE CONSUMERS AND HELP THE HELPERS

The users of the tools could be **end-users**, but also **journalists, activists, policy-makers, regulators** that need also to understand what is going



# DATA TRANSPARENCY LAB: GRANTS PROGRAM

By establishing cooperation with the key scientific communities working on Internet Privacy and Transparency

## 2015: 6 GRANTS AWARDED

### “WEB PRIVACY CENSUS”



### “DIGITAL HALO” TOOL



### REVEALING AND CONTROLLING MOBILE PRIVACY LEAKS



### BALANCE BETWEEN PRIVACY AND FUNCTIONALITY



### DATA-DRIVEN PRIVACY ANALYSIS FOR END-USERS



### FACEBOOK DATA VALUATION TOOL



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## 2016: GRANTS

TranspAd: A Collaborative Tool  
to Bring Transparency to  
Targeted Advertising



ANTMONITOR: ON-DEVICE  
NETWORK MONITORING FOR  
PRIVACY



CHARACTERIZING INDIRECT  
PRIVACY LEAKS IN MOBILE APPS



PrivacyMeter: Real-time  
Privacy Quantification for the  
Web



DETECTION AND  
CIRCUMVENTION OF AD-BLOCK  
DETECTORS: A NEW ARMS RACE  
ON THE WEB



FINDING WALDO IN A HAYSTACK  
OF INFORMAL WRITING STYLES



UNDERSTANDABILITY

FAIRNESS

ACCOUNTABILITY

**OFFERING USERS AND CONTROL ABOUT THE WHO,  
WHAT, WHEN, HOW AND WHY OF THEIR PERSONAL  
DATA USE**

**SUPPORTING DEVELOPMENT OF TOOLS**

**RAISING PUBLIC AWARENESS ON DISCOVERED  
BAD PRACTICES BY SHARING AGGREGATED DATA**

**EXPANDING THE COMMUNITY OF RESEARCHERS,  
DEVELOPERS, INDUSTRY, POLICMAKERS**

## DTL CONFERENCE



- NYC COLUMBIA
- Co'located with ACMs DAT and Fairness Accountability and Transparency in Machine Learning workshops

## GRANT PROGRAM

- Run annually
- 6-10 50 K Grants
- Opens in April
- Selection June

## TOOL CURATION

- Opening up Data and Tool Sets
- Support to proposals by emerging industry



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# DATA TRANSPARENCY LAB

<http://datatransparencylab.org>

<http://dtlconferences.org>

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