

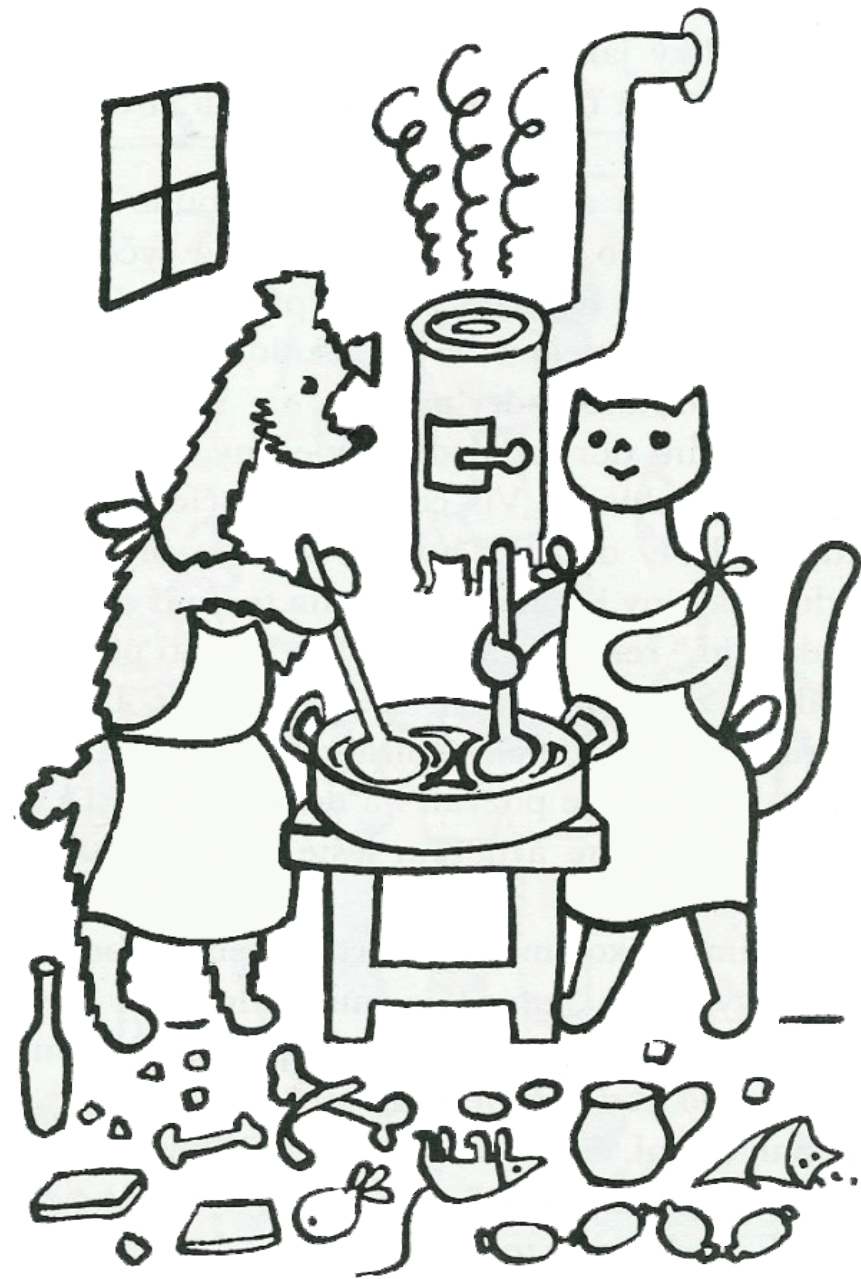
Nástroje a možnosti internetu

Internet jako nástroj sledování

25. 10. 2024

Fu*kUp Night:
selhali jste někdy
při ochraně své
kyberbezpečnosti?





komeracionalizace Internetu

monetizace

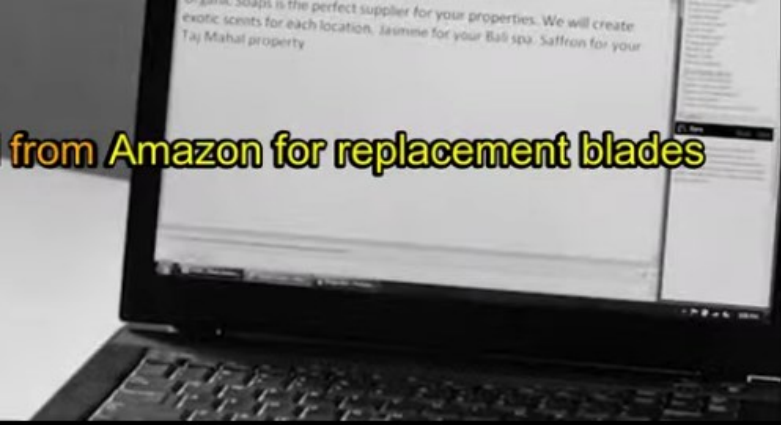
data-driven svět

soukromí a anonymita

*profilace, manipulace,
regulace*

Měli jste někdy pocit,
že jste na Internetu
sledováni?





from Amazon for replacement blades



I happened to be on Facebook at



and starts scrolling through my Insta



ads a few days before I get



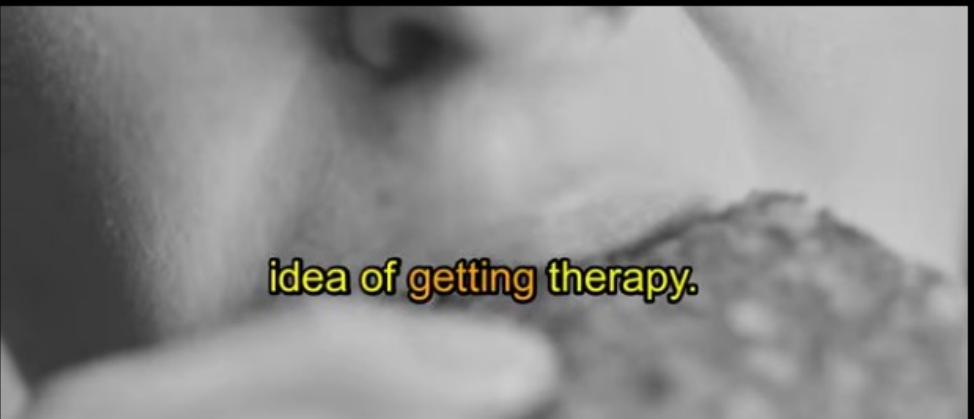
One day was talking with my friends



just pictures.



is Hammermill Color Copy 28lb,



idea of getting therapy.



for pregnancy tests and dating sit

cílení

od skupin k jednotlivcům

Marketing Technology Landscape

The Martech 5000

Total Solutions 8,000

Advertising & Promotion 922

Content & Experience 1,936

Social & Relationships 1,969

Commerce & Sales 1,314

Data 1,258

Management 601

Access all the data of this landscape & more at martech5000.com

2019
7,040 solutions

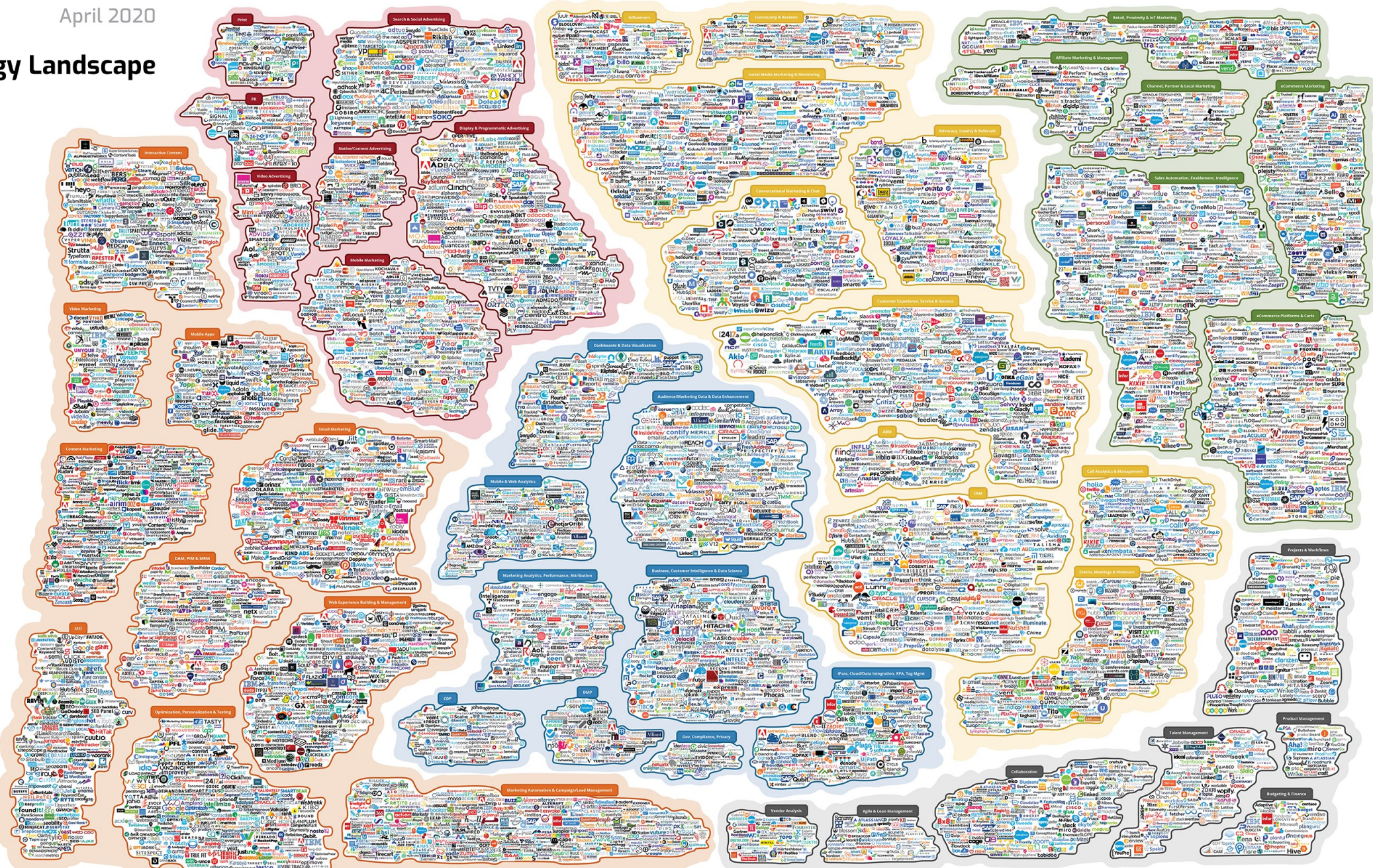
2018
6,829 solutions

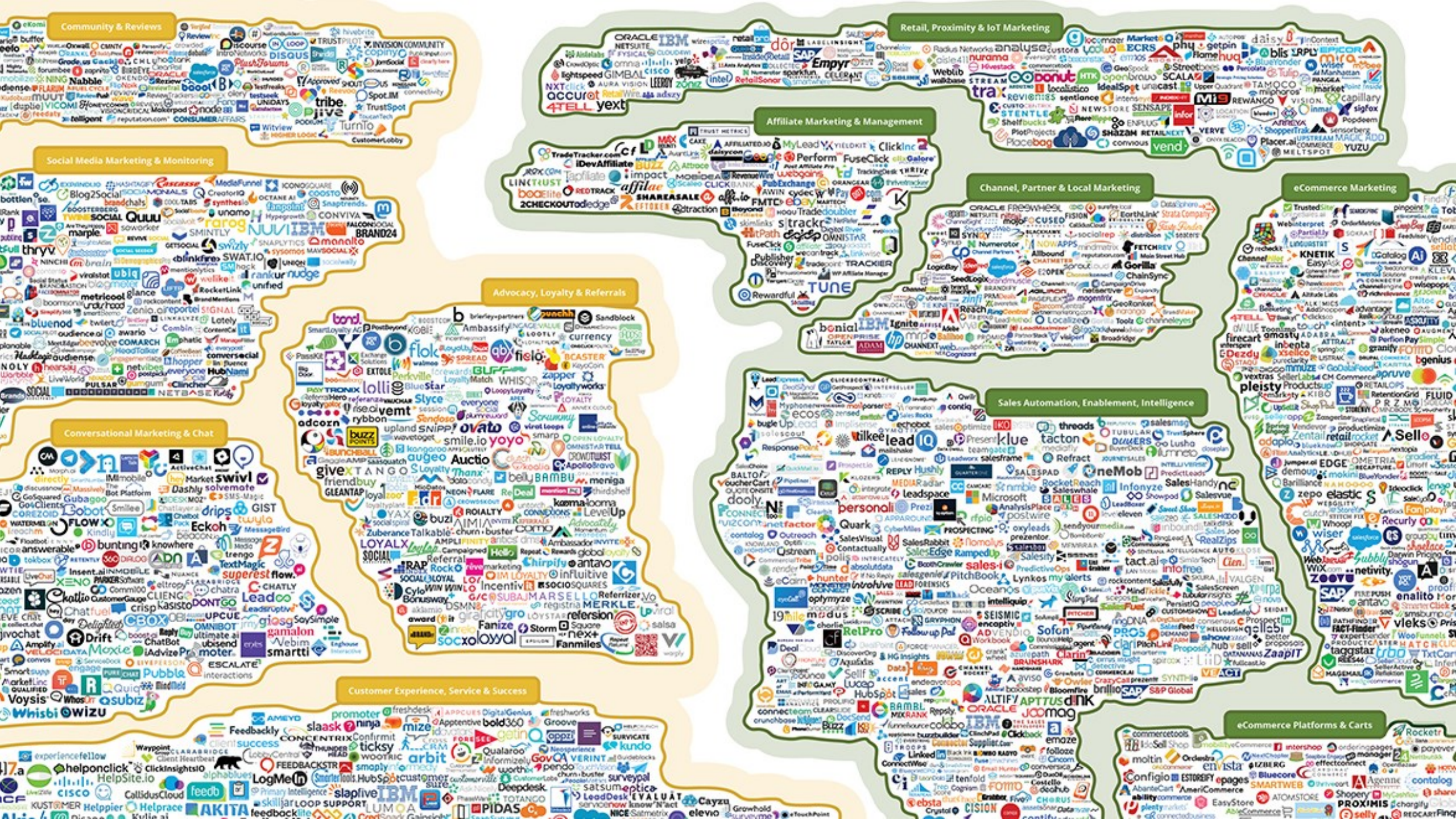
2017
5,381 solutions

2016
3,874 solutions

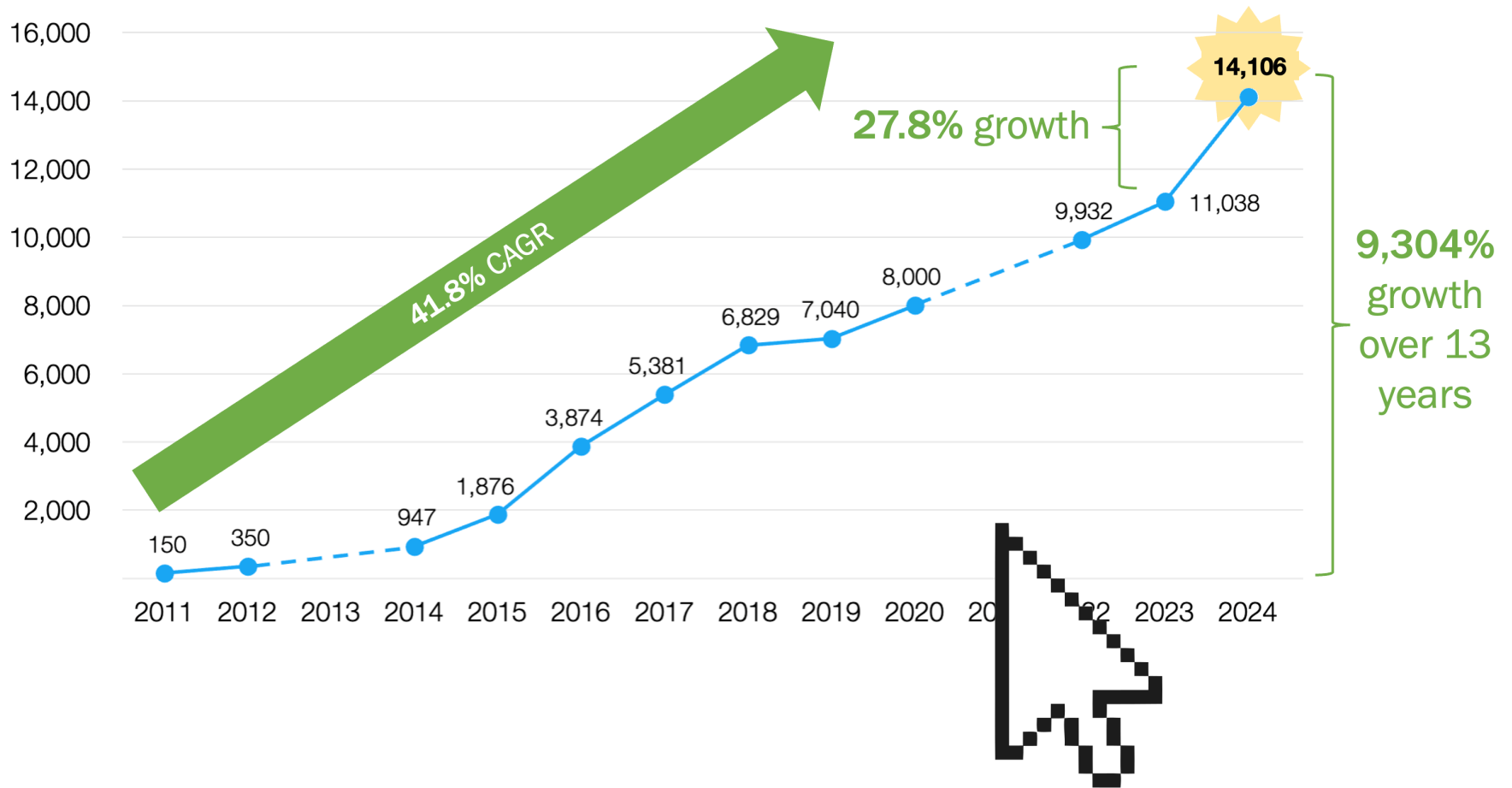
2015
1,876 solutions

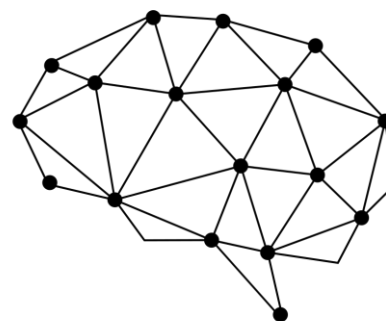
2014
947 solutions











Cambridge Analytica



Interaktivní osnova -> DEFCON25: Co o nás firmy ví?

jumpshot[®]

Anonymity na internetu a Dark We... Anonymity is the internet's ne... X

https://www.theguardian.com/media-network/2015/jun/22/anonymity-internet-battleground-data-advert...

Support The Guardian
Available for everyone, funded by readers
Contribute → Subscribe →

Search jobs Sign in Search The Guardian International edition

News Opinion Sport Culture Lifestyle More

Media & Tech Network

Anonymity is the internet's next big battleground

Users are growing twitchy about how their data is being used, with major ramifications for advertisers, marketers and the entire internet industry

Jon Card
Mon 22 Jun 2015 12.00 BST

f t e 45 0



▲ Online users are rebelling against those tracking and snooping them by adopting a variety of privacy tools.
Photograph: Epoxydude/Corbis

The use of personal data is a thorny subject for the public and for the many companies that use it. By allowing companies to take their data, internet users are enabling the creation of a fast, free and relevant online experience.

Kdo všechno může
mít zájem nás
sledovat on-line
a proč?



Časté argumenty

„Když nemáš co skrývat...“

Časté argumenty

„Když nemáš co skrývat...“

- Jeremy Bentham - *Panopticon*
- vězení mysli
- *disident* či *novinář* = špatný člověk?
- společenské změny (*ponožky v sandálech?*)

Časté argumenty

„Soukromí už není sociální norma...“

„Nelze se tomu vyhnout, tak nemá cenu to řešit...“

Michal Kosinski:

- soukromí je mrtvé
- *máme tedy používat technologie?*
- řešení je odstraňování tabu, ne návrat soukromí

„Facebook’s “People You May Know” tool was outing sex workers’ real identities to their clients, and vice versa. [...] A sex worker using the pseudonym Leila told me she had gone to great lengths to hide her identity from clients by using an alternate name, alternate email address, and burner phone number—contact information she didn’t provide to Facebook—yet Facebook was still inextricably linking her with her clients, suggesting them to her real-name account as people she might want to friend. “

FACEBOOK

How Facebook Schemed Against Its Users

Kashmir Hill
12/12/18 10:15AM · Filed to: ENOUGH OF THIS BULLSHIT

105 8



Photo: Getty

Last year, I was [trying to solve a mystery](#). Facebook’s “People You May Know” tool was outing sex workers’ real identities to their clients, and vice versa, and I was trying to figure out how. A sex worker using the pseudonym Leila told me she had gone to great lengths to hide her identity from clients by using an alternate name, alternate email address, and burner phone number—contact information she *didn’t* provide to Facebook—yet Facebook was still inextricably linking her with her clients, suggesting them to her real-name account as people she might want to

Časté argumenty

„Nepoužívám to, tak to nemusím řešit...“

„Nepíšu nikam, co nechci, aby se vědělo.“

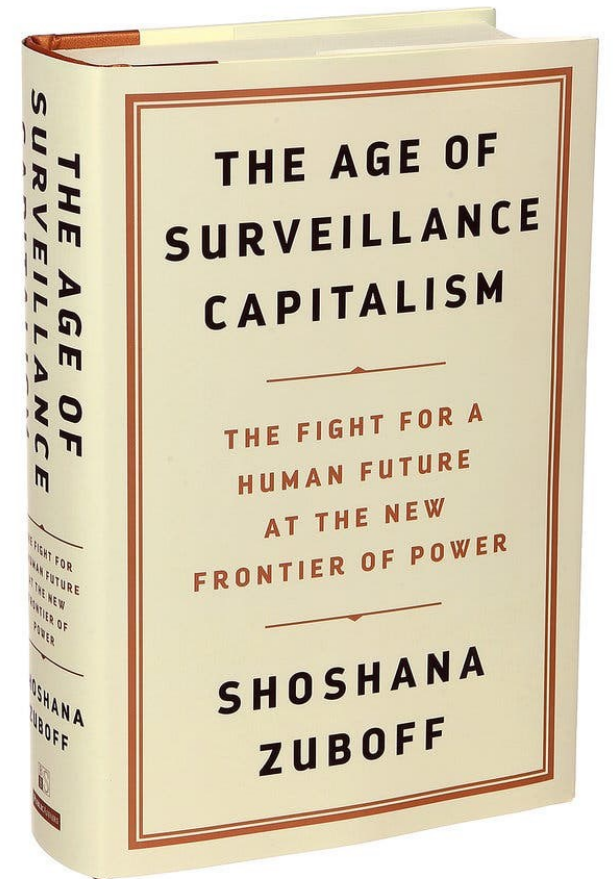
- metadata jsou cenná
- stínové profily
- [shadow contact](#)
- děti na síti – *vývoj charakteru člověka*

Časté argumenty

„Personalizovaná reklama je OK...“

„Nějak se ty služby platit musí.“

- *kapitalismus dohledu*
- Cambridge Analytica
- [technologie není apolitická](#)



Časté argumenty

„Když to pomůže zastavit špatné lidi...“

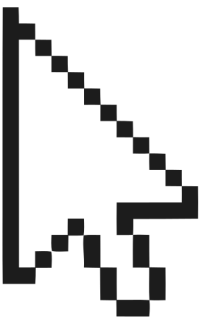
- soukromí vs. bezpečnost
- evaluace efektivity

ATTACKS IN EUROPE

What's the Evidence Mass Surveillance Works? Not Much

Officials are again pointing to the need for mass surveillance to take down terrorists. Here's what we know about how well it works.

by Lauren Kirchner, Nov. 18, 2015, 2:21 p.m. EST



Řešíte aktivně
své soukromí
na Internetu?

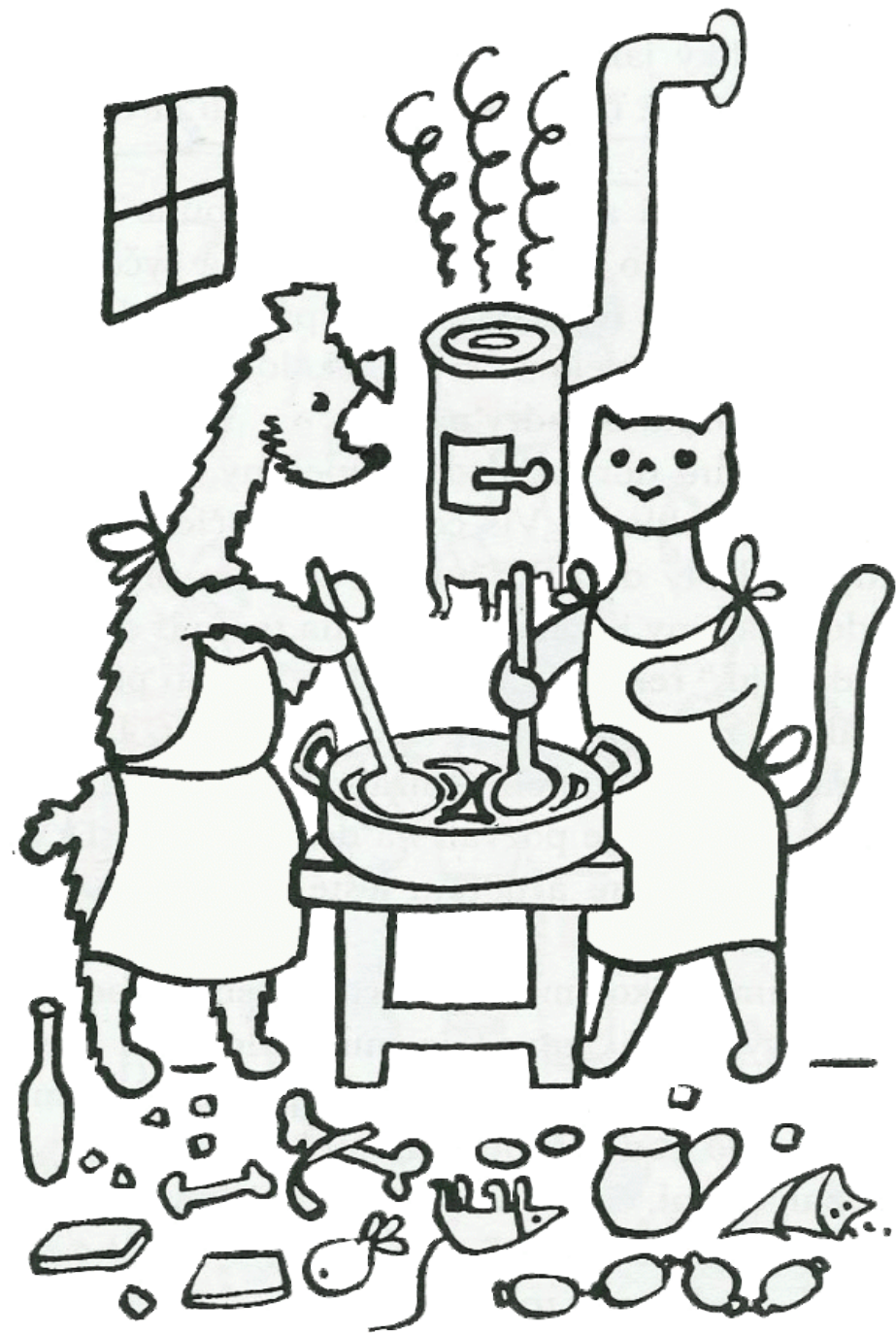
muni.cz/go/nami24



Přístupy k ochraně dat

- 27 % dospělých uživatelů využívalo VPN
- 57 % lidí se bálo, že jejich data nejsou v bezpečí
- 14 % uživatelů bylo OK se sdílením dat společnostmi
- 1 ze 4 četl ToS před přihlášením do služby

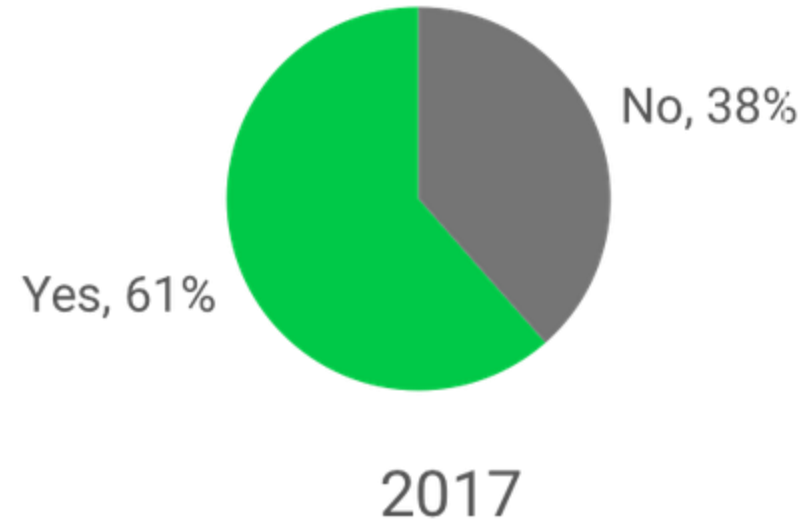
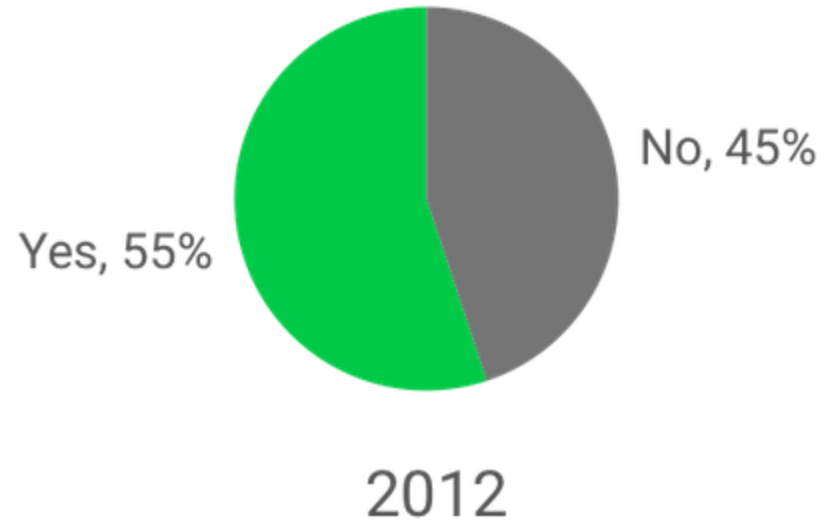
„Despite much concern about the security and privacy of data, many are unsure what to do to better protect their data [...] the behaviour of many Europeans is not reflected by their actions towards data protection.“



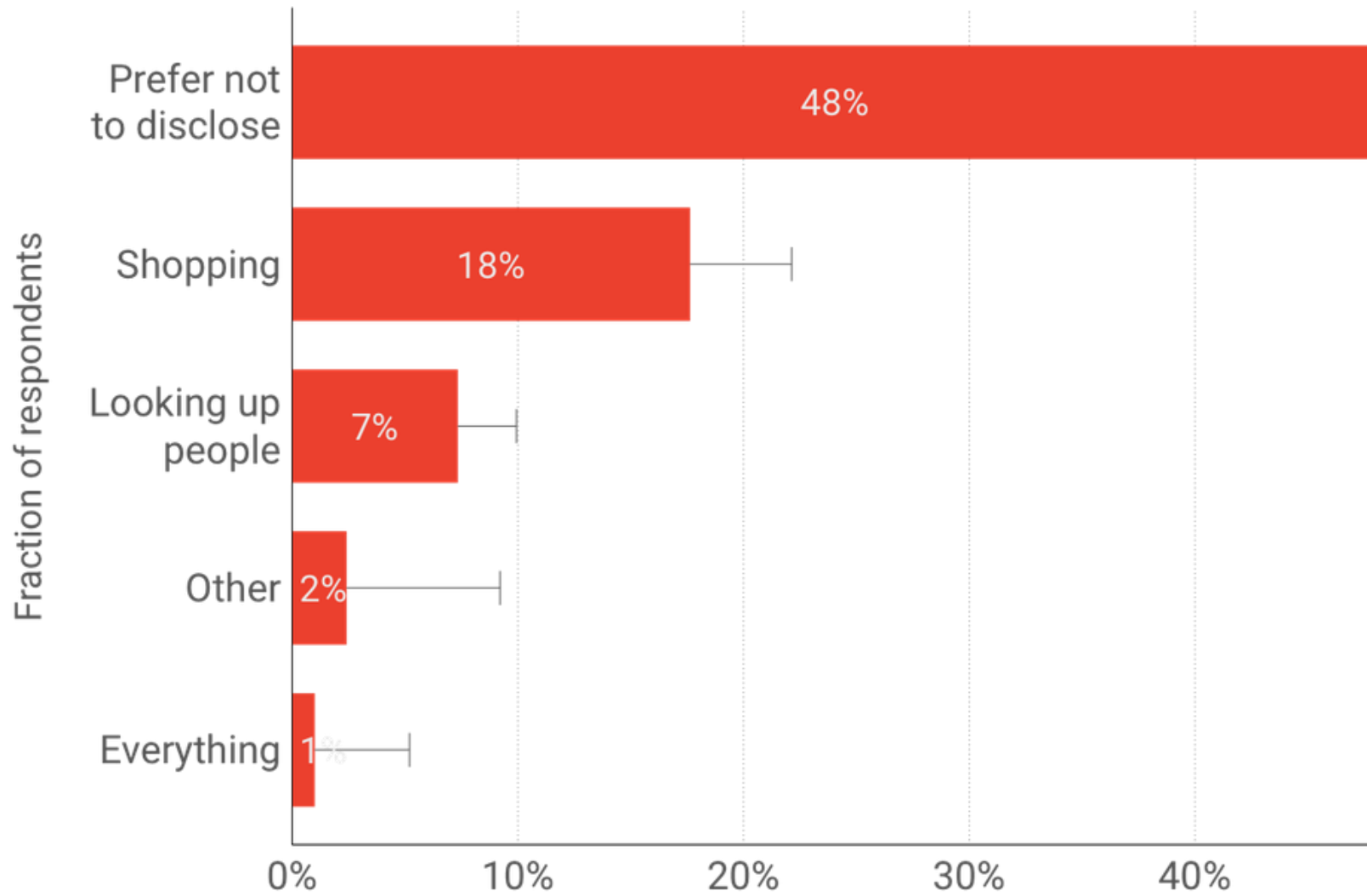


You've gone incognito

Do you know what private browsing is?



What do you use private browsing for?

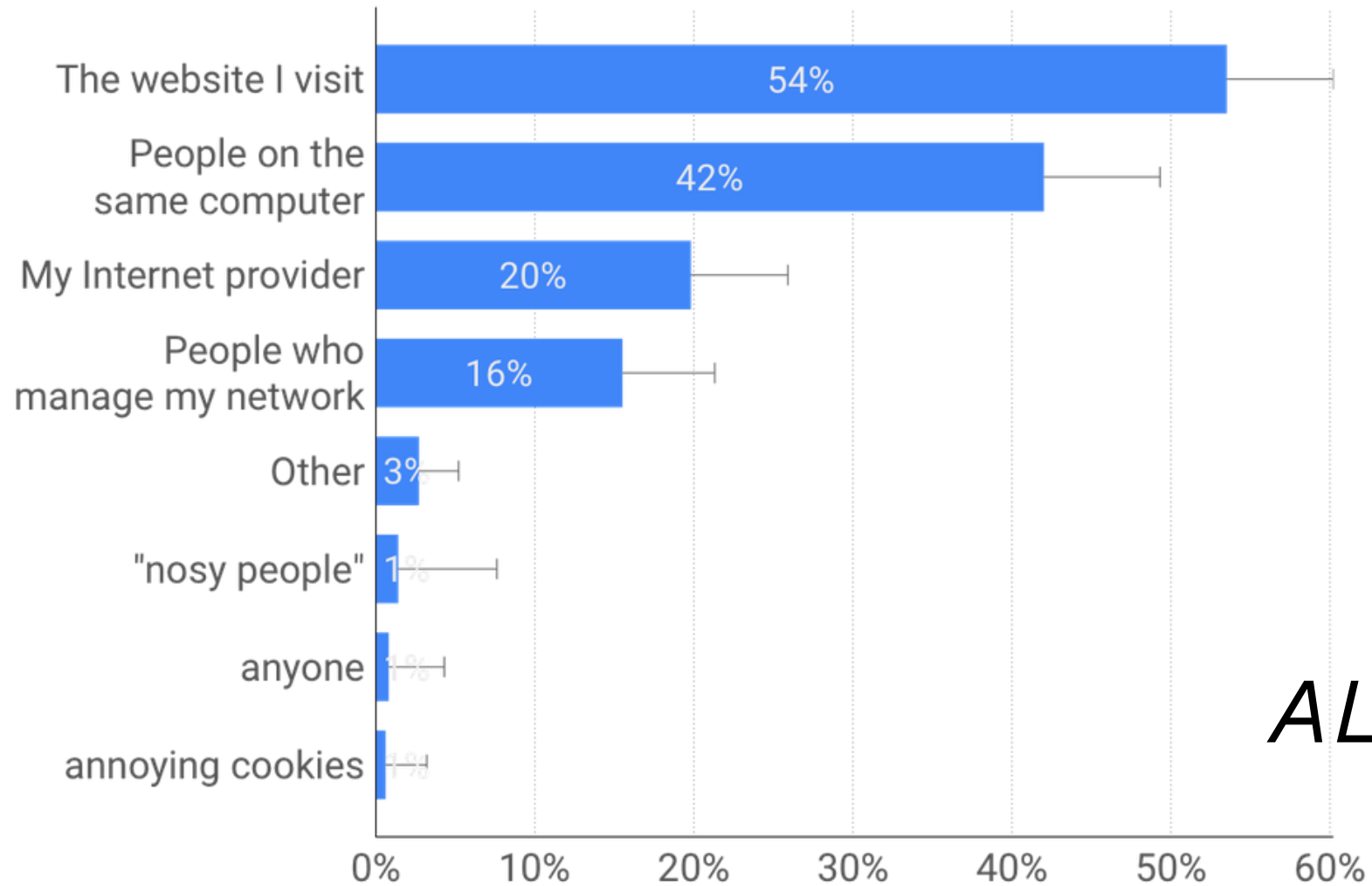


Anonymní režim
prohlížeče používám,
abych se ochránil/a
před sledováním ze
strany...

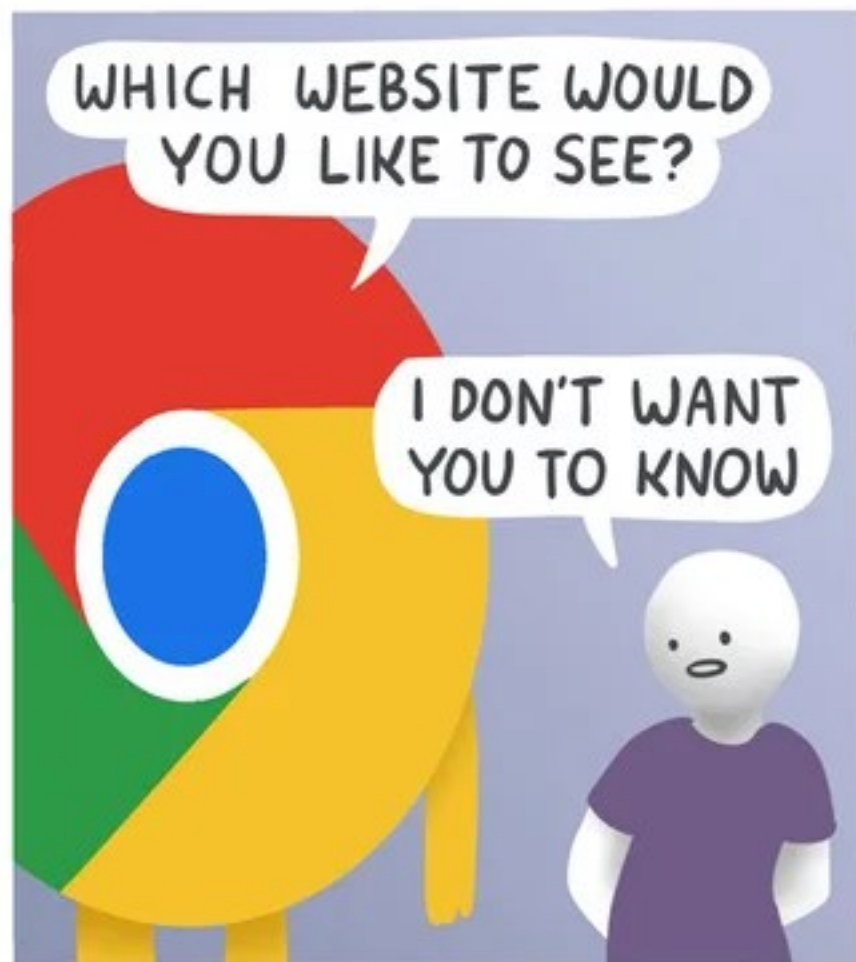
muni.cz/go/nami24



You use private browsing to hide from...



ALE...!



@SKELETON_CLAW



SKELETONCLAW.COM

profilování & targeting

Profilování

- *Michal Kosinski* - modelování vlastností
- targeting, retargeting, remarketing

- **data exhaust**
- digitální stopa
- *aktivní a pasivní digitální stopa*
- *nepřímá digitální stopa (skrze sociální propojení)*

The screenshot shows the top of a web page for the journal 'First Monday'. The header includes the journal's logo and navigation links like 'About', 'Search', 'Current', 'Archives', 'Announcements', and 'Submissions'. The main content area features the article title 'Gaydar: Facebook friendships expose sexual orientation' by Carter Jernigan and Behram F.T. Mistree. A DOI link is provided: <https://doi.org/10.5210/fm.v14i10.2611>. The abstract begins with 'Public information about one's coworkers, friends, family, and acquaintances, as well as one's associations with them, implicitly reveals private information. Social-networking websites, e-mail, instant messaging, telephone, and VoIP are all technologies steeped in network data—data relating one person to another. Network data shifts the locus of information control away from individuals, as the individual's traditional and absolute discretion is replaced by that of his social-network. Our research demonstrates a method for accurately predicting the sexual orientation of Facebook users by analyzing friendship associations. After analyzing 4,080 Facebook profiles from the MIT network, we determined that the percentage of a given user's friends who self-identify as gay male is strongly correlated with the sexual orientation of that user, and we developed a logistic regression classifier with strong predictive power. Although we studied Facebook friendship ties, network data is pervasive in the broader context of computer-mediated communication, raising significant privacy issues for communication technologies to which there are no neat solutions.'

Psychological targeting as an effective approach to digital mass persuasion

S. C. Matz^{a,1}, M. Kosinski^{b,2}, G. Nave^c, and D. J. Stillwell^{d,2}

^aColumbia Business School, Columbia University, New York City, NY 10027; ^bGraduate School of Business, Stanford University, Stanford, CA 94305; ^cWharton School of Business, University of Pennsylvania, Philadelphia, PA 19104; and ^dCambridge Judge Business School, University of Cambridge, Cambridge, CB2 3EB, United Kingdom

Edited by Susan T. Fiske, Princeton University, Princeton, NJ, and approved October 17, 2017 (received for review June 17, 2017)

People are exposed to persuasive communication across many different contexts: Governments, companies, and political parties use persuasive appeals to encourage people to eat healthier, purchase a particular product, or vote for a specific candidate. Laboratory studies show that such persuasive appeals are more effective in influencing behavior when they are tailored to individuals' unique psychological characteristics. However, the investigation of large-scale psychological persuasion in the real world has been hindered by the questionnaire-based nature of psychological assessment. Recent research, however, shows that people's psychological characteristics can be accurately predicted from their digital footprints, such as their Facebook Likes or Tweets. Capitalizing on this form of psychological assessment from digital footprints, we test the effects of psychological persuasion on people's actual behavior in an ecologically valid setting. In three field experiments that reached over 3.5 million individuals with psychologically tailored advertising, we find that matching the content of persuasive appeals to individuals' psychological characteristics significantly altered their behavior as measured by clicks and purchases. Persuasive appeals that were matched to people's extraversion or openness-to-experience level resulted in up to 40% more clicks and up to 50% more purchases than their mismatching or unpersonalized counterparts. Our findings suggest that the application of psychological targeting makes it possible to influence the behavior of large groups of people by tailoring persuasive appeals to the psychological needs of the target audiences. We discuss both the potential benefits of this method for helping individuals make better decisions and the potential pitfalls related to manipulation and privacy.

persuasion | digital mass communication | psychological targeting | personality | targeted marketing

Persuasive mass communication is aimed at encouraging large groups of people to believe and act on the communicator's viewpoint. It is used by governments to encourage healthy behaviors, by marketers to acquire and retain consumers, and by political parties to mobilize the voting population. Research suggests that persuasive communication is particularly effective when tailored to people's unique psychological characteristics and motivations (1–5), an approach that we refer to as *psychological persuasion*. The proposition of this research is simple yet powerful: What convinces one person to behave in a desired way might not do so for another. For example, matching computer-

from that displayed in the laboratory (7). Consequently, it is questionable whether—and to what extent—these findings can be generalized to the application of psychological persuasion in real-world mass persuasion (see ref. 8 for initial evidence).

A likely explanation for the lack of ecologically valid research in the context of psychological persuasion is the questionnaire-based nature of psychological assessment. Whereas researchers can ask participants to complete a psychological questionnaire in the laboratory, it is unrealistic to expect millions of people to do so before sending them persuasive messages online. Recent research in the field of computational social sciences (9), however, suggests that people's psychological profiles can be accurately predicted from the digital footprints they leave with every step they take online (10). For example, people's personality profiles have been predicted from personal websites (11), blogs (12), Twitter messages (13), Facebook profiles (10, 14–16), and Instagram pictures (17). This form of *psychological assessment from digital footprints* makes it paramount to establish the extent to which behaviors of large groups of people can be influenced through the application of psychological mass persuasion—both in their own interest (e.g., by persuading them to eat healthier) and against their best interest (e.g., by persuading them to gamble). We begin this endeavor in a domain that is relatively uncontroversial from an ethical point of view: consumer products.

Significance

Building on recent advancements in the assessment of psychological traits from digital footprints, this paper demonstrates the effectiveness of psychological mass persuasion—that is, the adaptation of persuasive appeals to the psychological characteristics of large groups of individuals with the goal of influencing their behavior. On the one hand, this form of psychological mass persuasion could be used to help people make better decisions and lead healthier and happier lives. On the other hand, it could be used to covertly exploit weaknesses in their character and persuade them to take action against their own best interest, highlighting the potential need for policy interventions.

Author contributions: S.C.M. and M.K. designed research; S.C.M., M.K., and D.J.S. performed research; S.C.M. analyzed data; and S.C.M., M.K., G.N., and D.J.S. wrote the paper. Conflict of interest statement: D.J.S. received revenue as the owner of the myPersonality Facebook application until it was discontinued in 2012. Revenue was received from donations and within the application and obtained for a noncommercial fund. The authors declare no other competing financial interests.

Jak můžeme
na internetu/webu
jednoznačně
identifikovat
uživatele?

muni.cz/go/nami24



účet a login

cookies

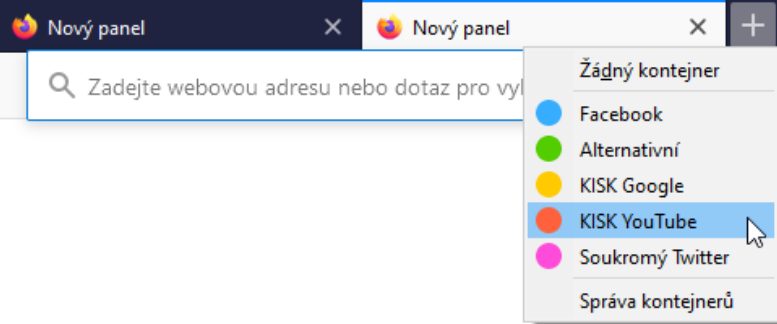
sledovací skripty

browser & canvas fingerprinting

Identifikace

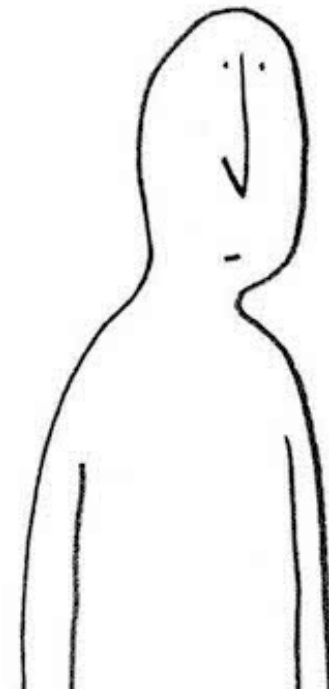
- cookies – *třetích stran; cookies wall*
- sledovací skripty – *Meta Pixel;...*
- *fingerprinting* (*statefull/stateless*)
- *nové standardy*





Jak to mám já?

- Firefox – *implementované nástroje*
- blokování reklamy (*uBlock Origin*)
- blokování skriptů (*Privacy Badger*)
- [Firefox Containers](#)



Cookies (*třetích stran*)
jsou slabá technologie...

Co s tím?

Prepare for phasing out third-party cookies

Learn how to audit your code to look for third-party cookies and what action you can take to ensure you're all set for the end of third-party cookies.

Published on Wednesday, May 17, 2023 • Updated on Wednesday, October 11, 2023

Translated to: [日本語](#)



Milica Mihajlija

Milica is a technical writer at Chrome.

[Website](#) [Twitter](#) [GitHub](#)

Third-party cookies are the main mechanism that enables cross-site tracking and several major browsers either already placed restrictions on third-party cookies in some way or are planning to. Third-party cookies also enable many valid use cases such as managing state in embedded content or enabling user sessions across multiple sites.

As part of the [Privacy Sandbox](#) project, Chrome is phasing out support for third-party cookies and proposing new functionality for cookies along with purpose-built APIs to continue supporting legitimate use cases while preserving user privacy. The phase out will be gradual, [starting from midway through 2024](#).

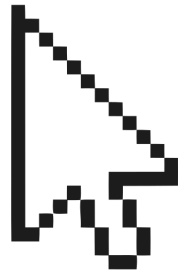
Řešení 1: Privacy Sandbox

„In the past, third-party cookies and other mechanisms have been used to track user browsing behavior across sites to infer topics of interest. These mechanisms are being phased out as part of the Privacy Sandbox initiative.“



In one, users get to decide what information to share with each site they choose to interact with. No one needs to worry that their past browsing will be held against them—or leveraged to manipulate them—when they next open a tab.

In the other, each user's behavior follows them from site to site as a label, inscrutable at a glance but rich with meaning to those in the know. Their recent history, distilled into a few bits, is “democratized” and shared with dozens of nameless actors that take part in the service of each web page. Users begin every interaction with a confession: here's what I've been up to this week, please treat me accordingly.



Topics API vs FLoC

Živě.cz > Prohlížeče



Google to vzdal a sledovací cookies z Chromu nevyžene. Svůj šmírovací systém v něm nechá

Petr Urban

24. července 2024

🗨️ DISKUZE (16)

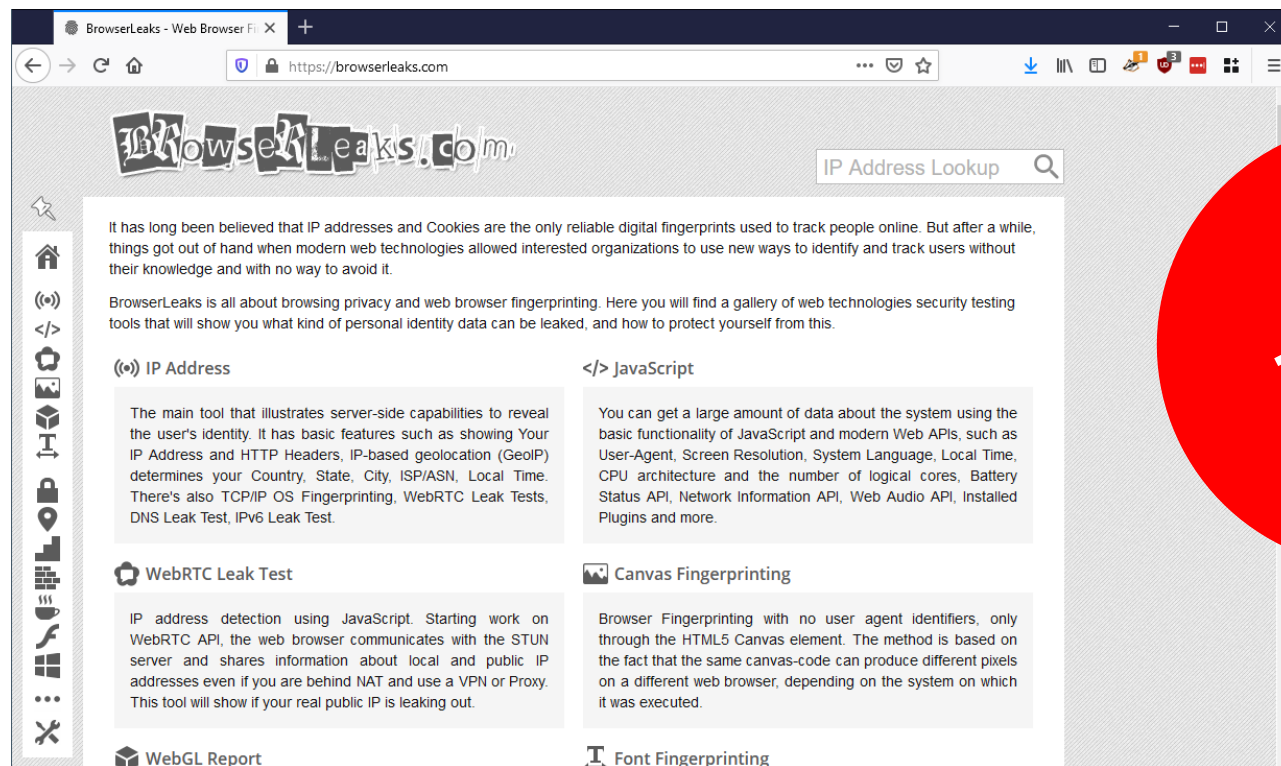
- Google několikrát odložil zákaz třetích cookies
- Sledovací cookies nakonec ve Chromu nekáže
- Cituje tlak regulátorů a zpětnou vazbu z průmyslu

Google se posledních několik let snažil odstranit cookies třetích stran pro sledování, respektive vyvinul nový sledovací systém, který by dle jeho názoru umožnil personalizaci reklam bez přílišného zásahu do soukromí. Celou ságu jsme mapovali a vypadá to, že je jí

privacy washing

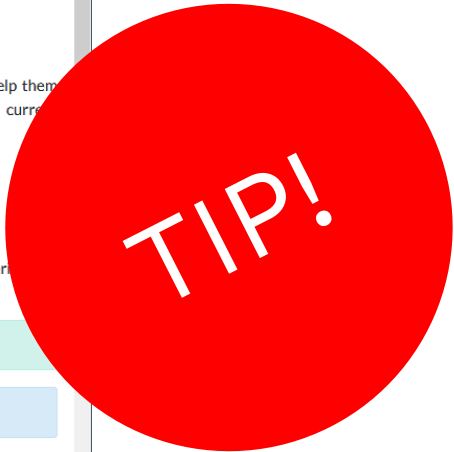
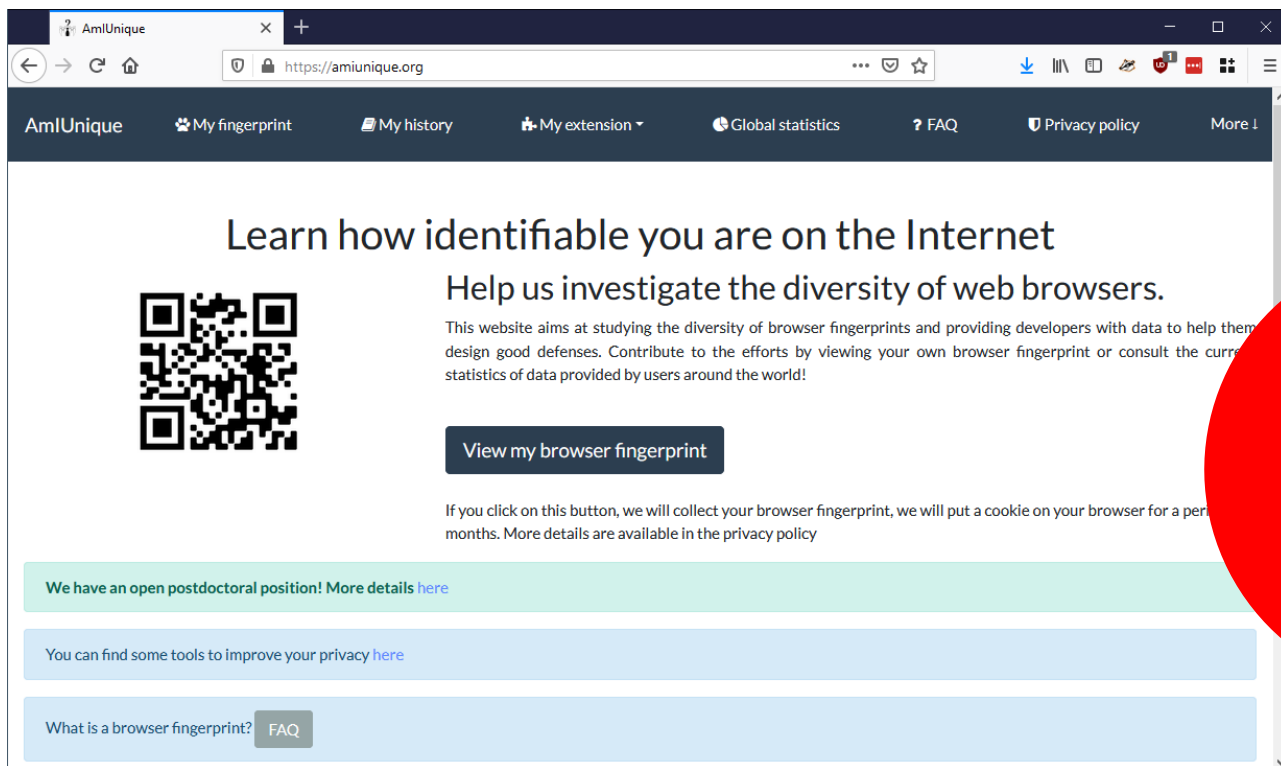
privacy fixing

Řešení 2: Fingerprinting



TIP!





co s tím?
vnášet chaos



Browser window showing the website <https://nolog.cz/services/>. The page features the NOLOG logo and a navigation menu with links: [O nás](#), [Služby](#), [Bezpečnost](#), [Kontakt](#), [Podpořte nás](#), [Blog](#), and [Stav služeb ↗](#). The page content includes a paragraph about public services and a list of services:

- witter.cz**: Česká instance decentralizované sociální sítě Mastodon.
- nitter.cz**: Alternativní rozhraní pro Twitter, které nesebírá osobní údaje a nevyžaduje přihlášení.
- cryptpad.cz**: End-to-end šifrovaná sada nástrojů pro spolupráci a sdílení souborů. Tabulky, dokumenty, formuláře a další. Šifrováno E2E
- upload.nolog.cz**: End-to-end šifrované nahrávání a sdílení souborů do velikosti 5GB. Šifrováno E2E .onion
- nolog.link**: Zkracovač odkazů bez sledování uživatelů.
- decide.nolog.cz**: Alternativa k Doodle pro vytváření anket a hledání termínů. Šifrováno E2E .onion

