

Online browser privacy

**For: Superstars of STEM
2 September 2021**

**Annelies Moens
Managing Director, Privcore**

Privcore



- Why does online browser privacy (OBP) matter?
- Key risks
- Simple solutions to improve your online browser privacy



What you may be aware of:

- Tracking and display risks – advertising

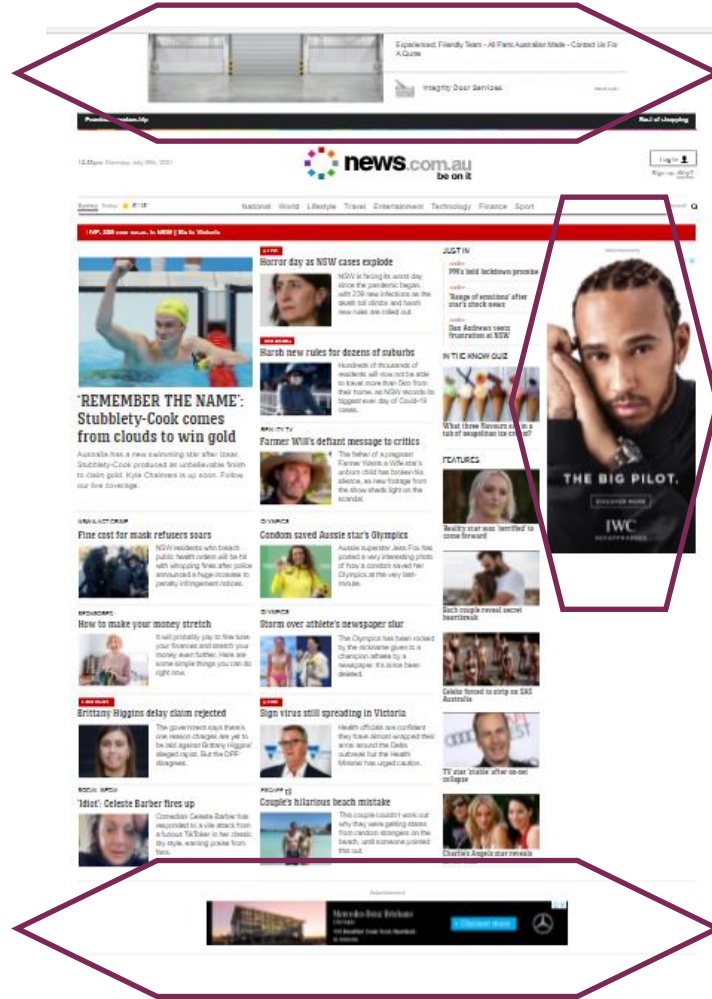
What you may not be aware of:

- Malvertising – banners redirecting to malicious websites
- Bandwidth and battery life depletion
- Price discrimination
- Data breaches – exfiltration of data
- Intelligence agencies

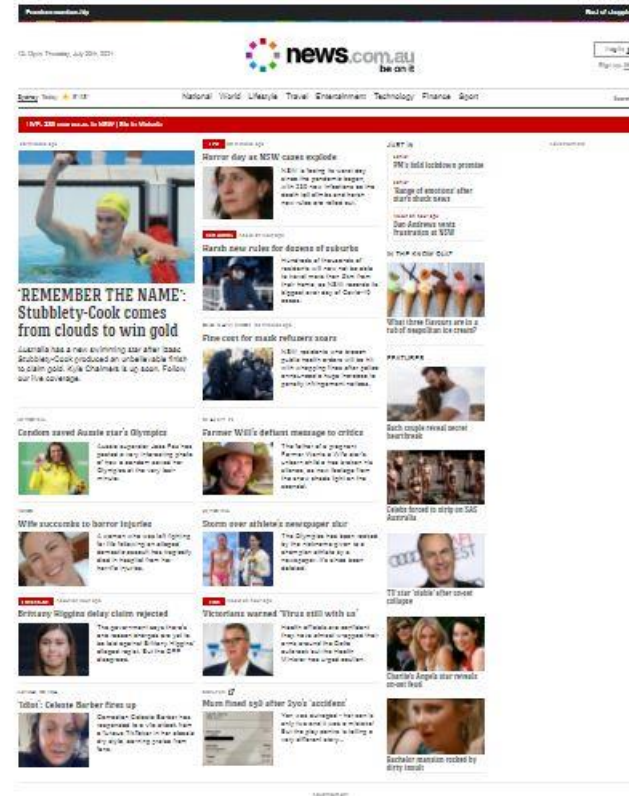


The same web page with and without ads

Ads –
in three
locations on
news.com.au



No ads on
this version
of
news.com.au



Making privacy core business



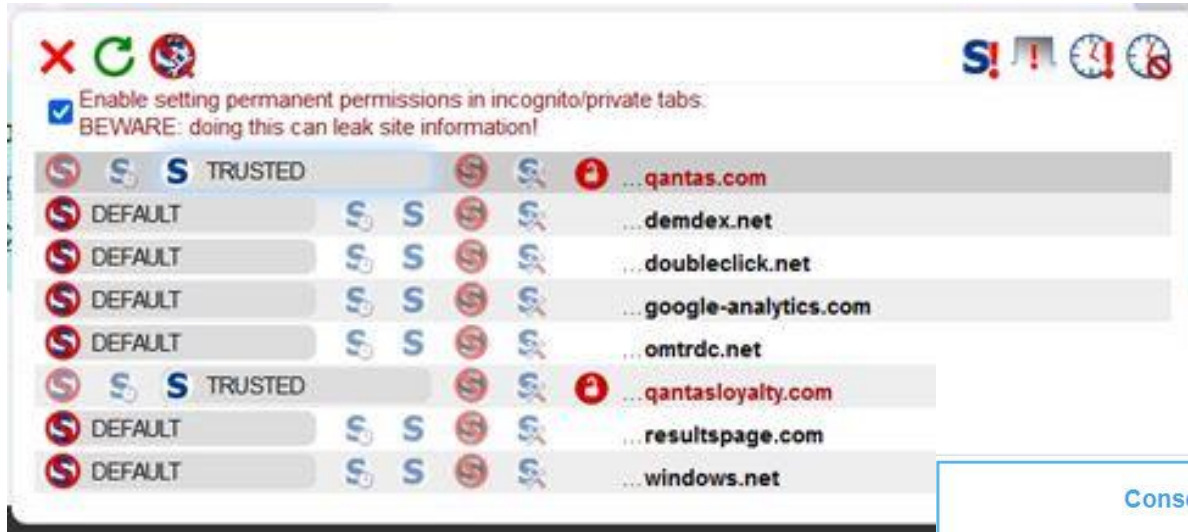


How is your data collected online?

- 1) Through scripts and cookies placed on websites you visit
- 2) Queries using ad-based search engines
- 3) Through non-secured wifi
- 4) Through non-secured accounts



1) The cookies and scripts that you allow



Block cookies you don't want

- Some websites have cookie consent management tools that make this easy
- Otherwise block in your browser settings

Powered by **Cookiebot**

Scripts

This website uses cookies

We use cookies to personalise content and ads, to provide social media features and to analyse our traffic. We also share information about your use of our site with our social media, advertising and analytics partners who may combine it with other information that you've provided to them or that they've collected from your use of their services.

Deny

Customize >

Allow all



Making privacy core business

2) The search engine that you use

Search engines with advertising models

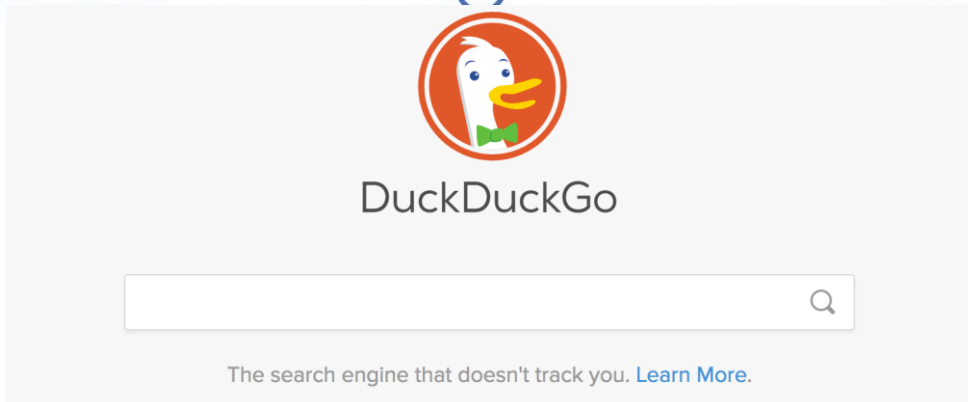
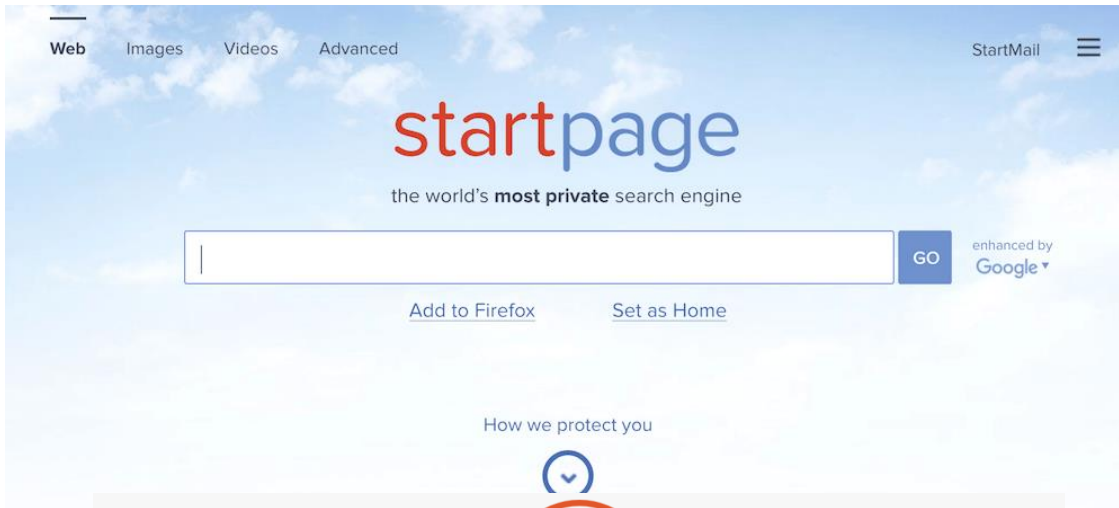


Know many of your most private and intimate thoughts and questions





2) Search engines without ads based model



Making privacy core business

3) The wi-fi connection that you use

- Free wifi
- Hotel wifi
- Virtual private network
- Work wifi
- Public transport wifi
- Home wifi
- Which internet service provider



4) The login method that you use

Email or username

Password

- SMS
- Authy
- Yubikey





Questions

operations@privcore.com

www.privcore.com



Making privacy core business