

Online browser privacy

**For: Superstars of STEM
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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

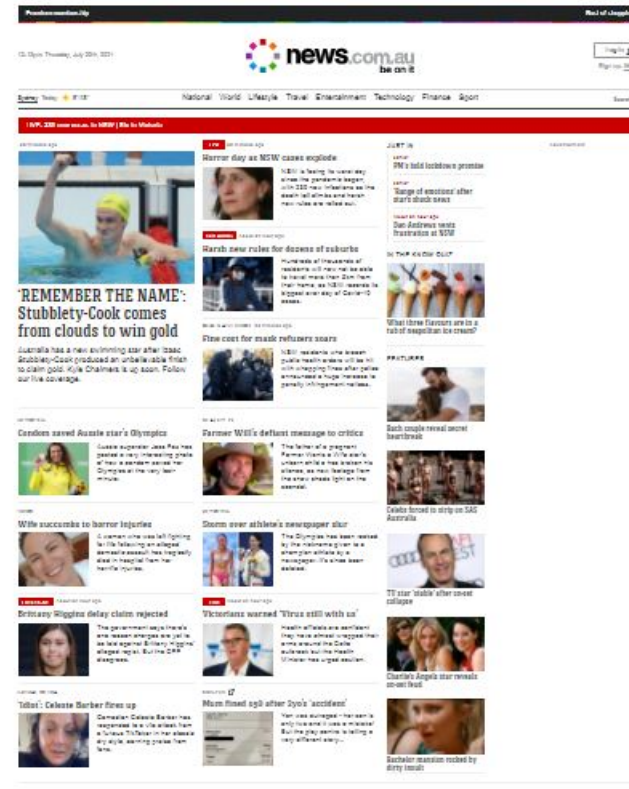
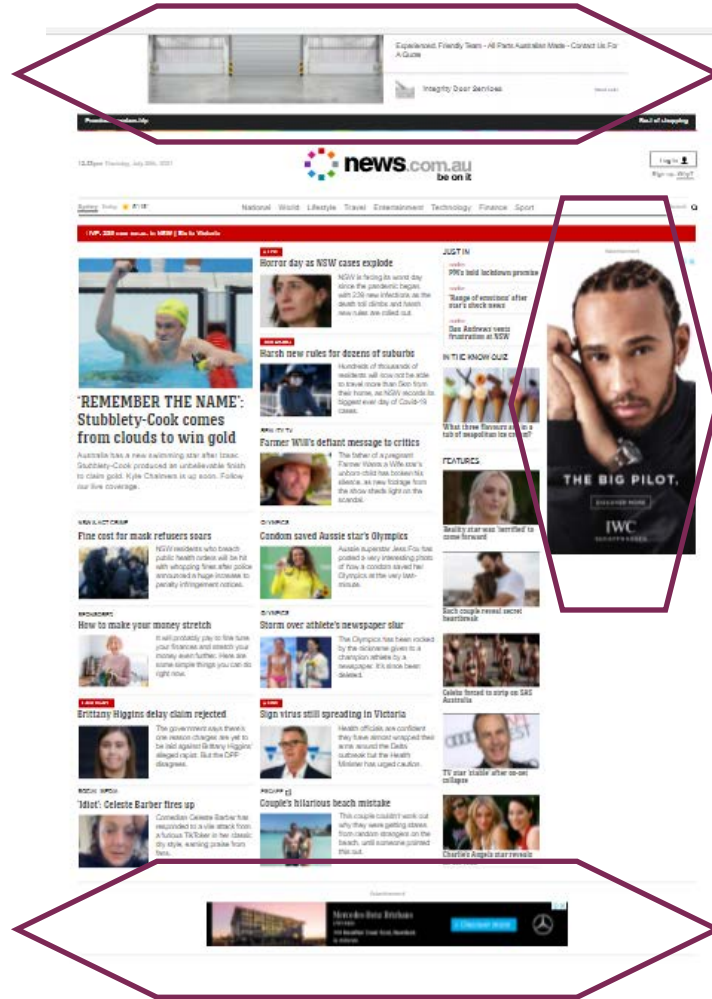
What you may not be aware of:

- 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



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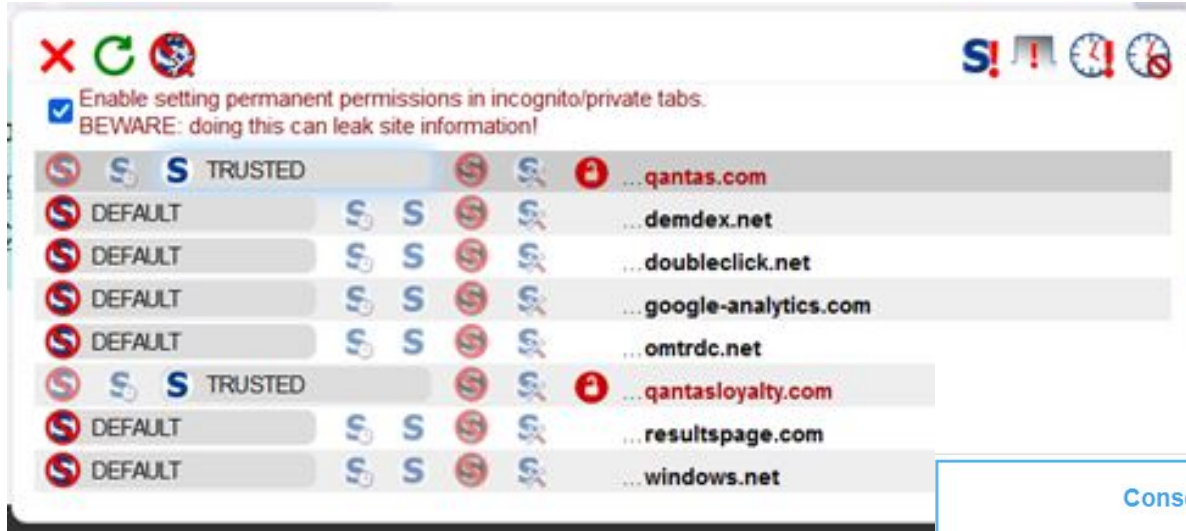


How is your data collected online?

- 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 >

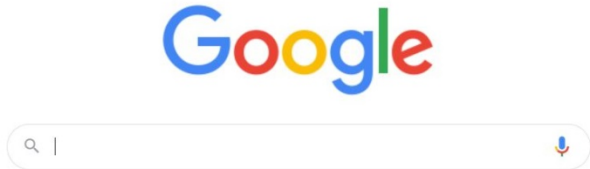
Allow all



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2) The search engine that you use

Search engines with advertising models

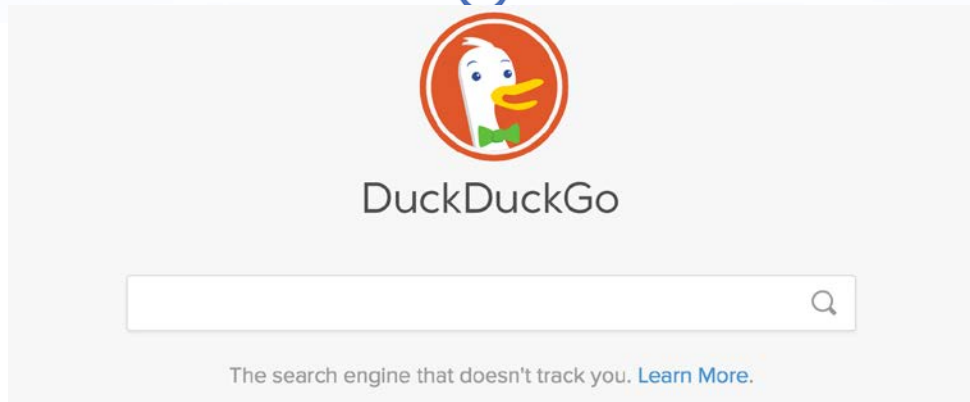
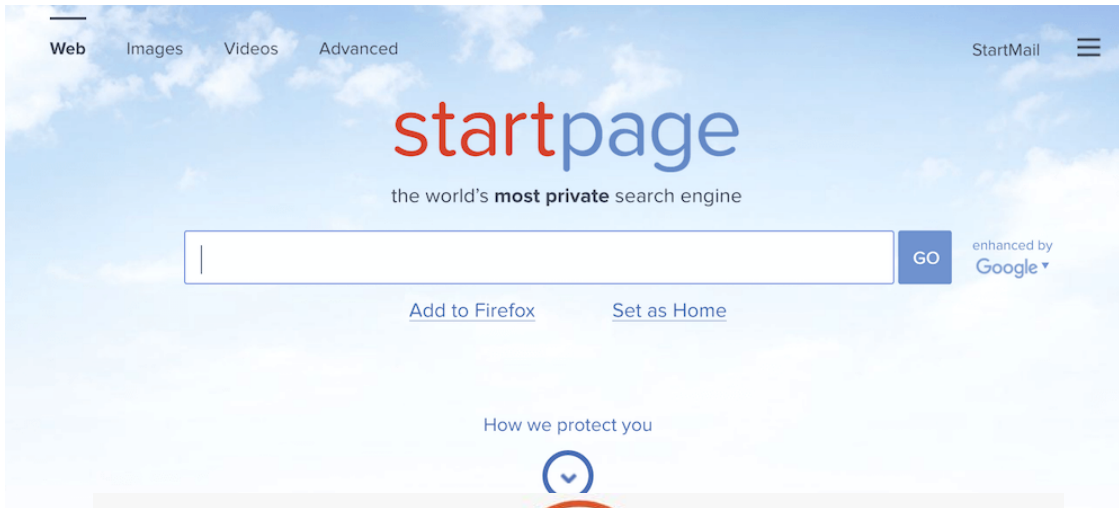


Know many of your most private and intimate thoughts and questions





2) Search engines without ads based model



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3) The wi-fi connection that you use

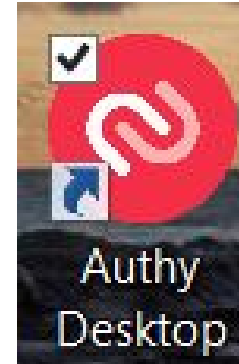


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4) The login method that you use

Email or username

Password





Questions

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www.privcore.com



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