Το έργο χρηματοδοτήθηκε από το Πρόγραμμα Δικαιώματα, Ισότητα και Ιθαγένεια 2014-2020 της Ευρωπαϊκής Ένωσης

Tracking and targeted advertisement

byDesign: Facilitating GDPR compliance for SMEs and promoting Data Protection by Design in ICT products and services

(www.bydesign-project.eu)

ΑΡΧΗ ΠΡΟΣΤΑΣΙΑΣ ΔΕΔΟΜΕΝΩΝ

ΚΕΝΤΡΟ ΕΡΕΥΝΩΝ ΠΑΝΕΠΙΣΤΗΜΙΟΥ ΠΕΙΡΑΙΩΣ

ICT abovo Information & Communication Technologies

Targeted/Behavioral ads, Real time bidding: A kind of "auction": which advertiser will "win"

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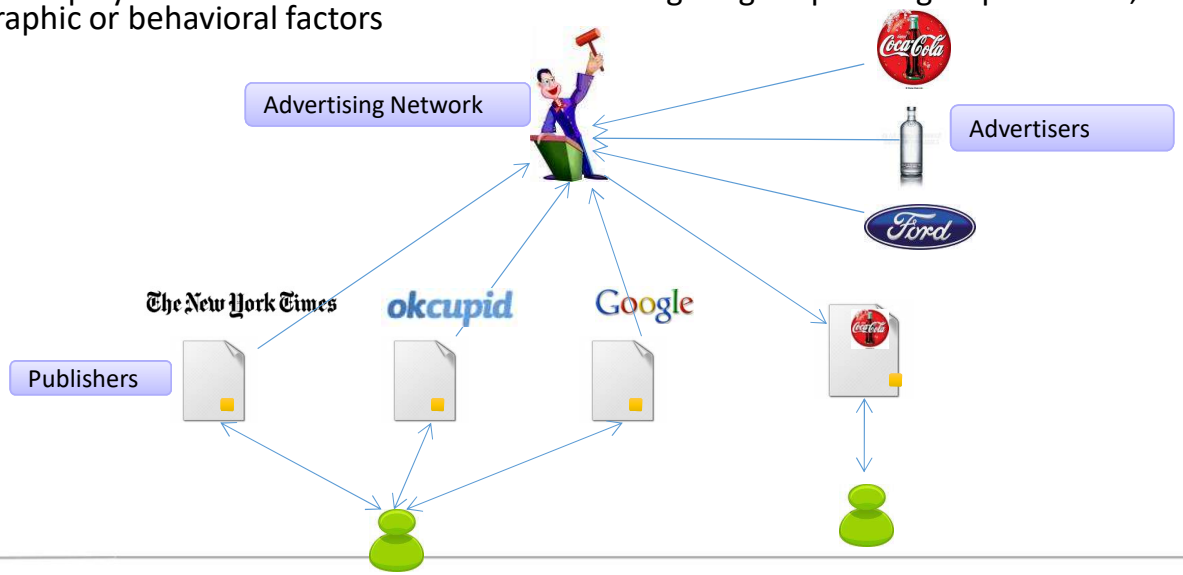
- **Advertising Network:** Links websites and media owners to advertisers
- **User Profile:** Information about Internet browsing. Advertising networks collect and use information from visits to websites participating in that network
- **Tools**: Cookies, Device Fingerprinting, …
- **Behavioural/targeted advertisement techniques:** Use information about the user's browsing in order to display ads tailored to their interests or targeting a specific group of users, based on demographic or behavioral factors



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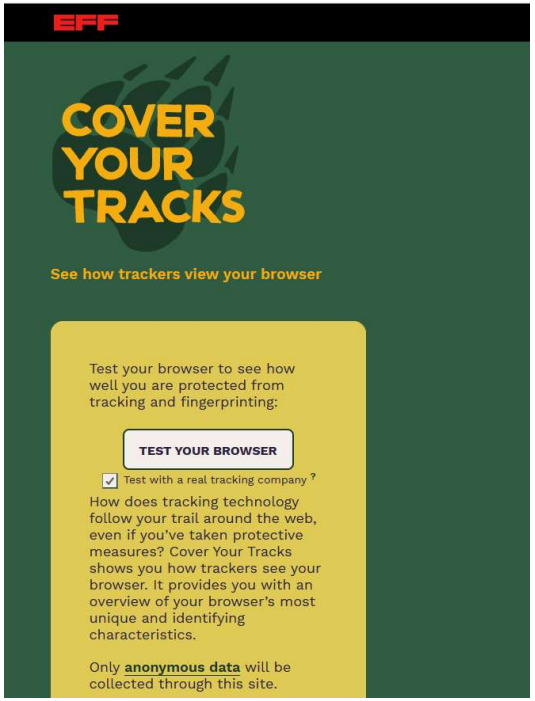
Tracking technologies

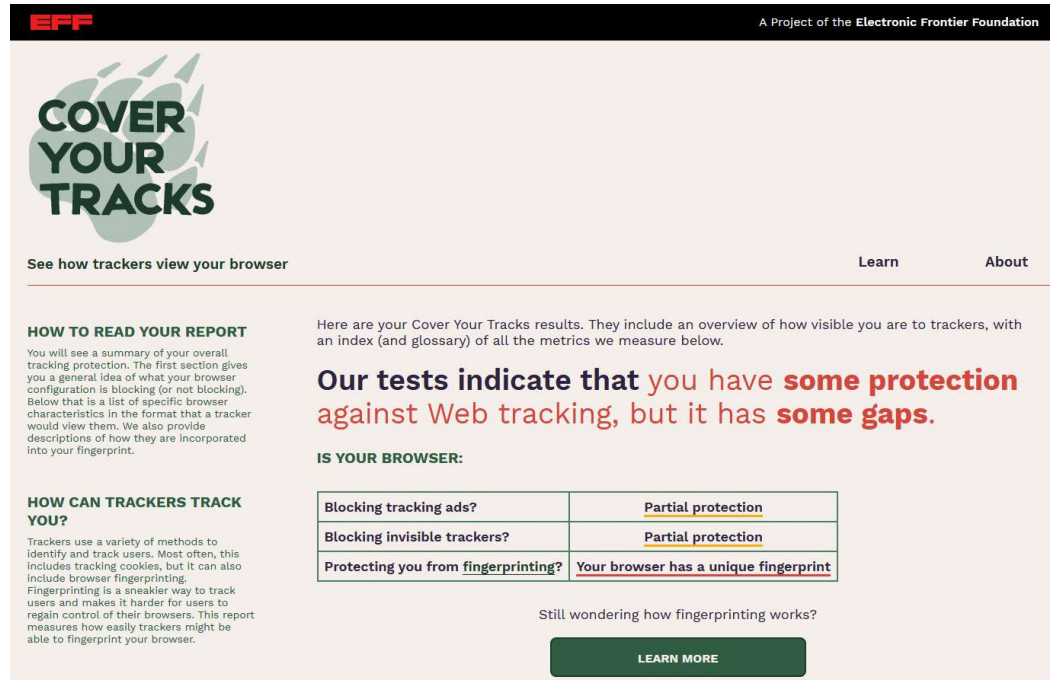
- HTTP Cookies
- HTTP Authentication Cache
- HTTP Entity Tag (Etag) Field
- Content cache
- IE userData Storage
- HTML5 protocol and content handlers
- HTML5 local storage

- Flash cookies (local shared objects)
- Silverlight isolated storage
- TLS session ID & resume
- Browsing history
- window.name
  - Alleviated by modern browsers…..
- HTTP Strict Transport Security (STS) Cache
- DNS cache
- Fingerprinting
  - Network and location fingerprinting
  - Device fingerprinting
  - Browser fingerprinting
  - …..

How unique is your browser?

- From https://coveryourtracks.eff.org





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Tracking is widespread

64 independent site tracking mechanisms from the top-50 in traffic…

How is this regulated?

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- Article 5 of Directive 2002/58/EK,
- Article 4 par. 5 of law 3471/2006

- The storage of information or access to information already stored on the subscriber or user terminal equipment is allowed only with the consent of the explicit notification.
- Exceptionally, without the consent but always with information, the storage or access is allowed if it is necessary for the transmission of a communication through an electronic communications network or for the provision of an information society service, which has been expressly requested by the user.

- Cookies fall into this category
  - Also MAC and IP address, browser header data and anything locally stored.
- If the user's browser is configured to accept all cookies, this cannot be construed as a specific consent!