

Secure Systems Demoday 2017

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Benefits, risks, and potential mitigations of Web-Tracking

Abstract: Tracking the behavior of individual users is central building block of today's web. Most users are completely unaware of the extent, benefits, and the privacy risks of web-tracking. This talk will first introduce the ecosystem and concept. We then discuss benefits and risks of web-tracking and will outline potential future trends that may change the status quo.