How Our Browsing History Is Leaking into the Cloud

Brian Kennish

<u>@byoogle</u>

<u>disconnect.me</u>



About the Author





The Internet Advertising Solutions Company

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Click here for ways to build and grow your business through online advertising.

PUBLISHERS

Click here for ad sales representation or an ad management service solution.

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- **▶ PRIVACY POLICY**
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- CLIENT LOGIN

SITE MAP

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1998 ANNUAL REPORT

Click here for NetGravity solutions and services

Click here to view Double Click's Press Conference on Privacy Initiatives.

DoubleClick News

STATEMENT FROM KEVIN O'CONNOR, CEO OF DOUBLECLICK

NEW YORK, March 2, 2000 -

"Over the past few weeks, DoubleClick (Nasdag: DCLK) has been at the center of the Internet privacy controversy. [more]

DOUBLECLICK CLARIFIES RELATIONSHIP WITH ALTAVISTA AND KOZMO.COM

NEW YORK, March 1, 2000 -DoubleClick Inc. (Nasdag: DCLK), the industry's leading Internet advertising solutions company, today issued the

following statement:

[more]

"DoubleClick and AltaVista have been successful partners for over four years. Nothing AltaVista has done with respect to their privacy policies has changed our relationship."

If you are a client of Double Click's solutions and



- Investor Relations
- Careers at DoubleClick
- Network Sites
- Ad Rates
- Manage Log In
- Customer Support
- Learning Center
- Opt Out



Source: http://web.archive.org/web/20000302224201/http://www.doubleclick.com/



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Advertising Programs - About Google

@2005 Google - Searching 8,058,044,651 web pages

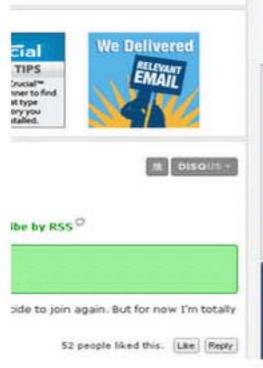


Source: http://web.archive.org/web/20050310095906/http://www.google.com/





Extensions > Social & communication > Facebook Disconnect







Facebook Disconnect

Brian Kennish

Free

Stop Facebook from tracking the webpages you go to.



★★★★★ 765 ratings

Description

* Check out my new extension, Disconnect, which prevents tracking by Facebook and other social networks and has the most requested Facebook Disconnect feature, an on-off button: http://j.mp/dchrome.

Facebook is notified whenever you visit one of the more than one million sites on the web that use Facebook Connect and has a history of leaking personally identifiable information to third parties.

Turn off the flow of your data to them!

Facebook Disconnect blocks all traffic from third-party sites to Facebook servers, but still lets you access Facebook

Notes:

- Read the FAQ at http://j.mp/fbdcinstall to understand the warning you get when you install Facebook Disconnect.
- I plan to add optional omnibox icon to indicate blocking activity.
- This extension was originally developed in a single day. If you find a hug, report it at

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Learn more

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Extensions → Social & communication → Facebook Disconnect







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Your data on a

Learn more

Version: 1.0.2

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Report abuse

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/* The domain names Facebook phones home with, lowercased. */
const DOMAINS = ['facebook.com', 'facebook.net', 'fbcdn.net'];
1*
 Determines whether any of a bucket of domains is part of a URL, regex free.
*/
function isMatching(url, domains) {
  const DOMAIN_COUNT = domains.length;
 for (var i = 0; i < DOMAIN_COUNT; i++)
      if (url.toLowerCase().indexOf(domains[i], 7) >= 7) return true;
          // A valid URL has seven-plus characters ("http://"), then the domain.
/* Traps and selectively cancels a request. */
if (!isMatching(location.href, DOMAINS)) {
  document.addEventListener('beforeload', function(event) {
   if (isMatching(event.url, DOMAINS)) event.preventDefault();
 }, true);
```







disconnect

A browser extension that stops major third parties and search engines from tracking the webpages you go to and searches you do



Disables third-party tracking



Truly depersonalizes searches



Shows blocked requests



Allows easy unblocking

Install Disconnect

Disconnect is available for Firefox, Chrome, and Safari

Learn more about how to control your data by subscribing to the **Disconnect Newsletter**

Email address

Subscribe

You can unsubscribe anytime and your email address won't be sold or shared, ever

We don't collect your personal information unless you tell us to

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Social Widgets







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Lloyd I. Sederer, MD

Medical Director, New York State Office of Mental Health (OMH)

Posted: February 8, 2011 07:26 PM





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Depression Treatment: Treating Depression the Old-Fashioned Way



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Practicing in Austria (in a region that is now part of the Creek Penublic). Priogenity gained fame

Source: http://www.huffingtonpost.com/lloyd-i-sederer-md/depression-treatment-_b_819798.html

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GET /adj/huffpost.health/blog/curtain; featured-posts=1; health=1; living=1;; blogger=
    lloyd-i-sederer-md; entry_id=819798; @depressing=1; @recommend=1;
    depression-treatment=1; depression-treatment-walking=1; depression-treatments=1;
    natural-depression-treatments=1; treatments-for-depression=1; global=1; cap_12=n;;
    plat=win;br=ch;bv=12;subbv=0;load_mode=inline;page_type=bpage;page_type=blog;
    pos=curtain; social=all_on_everywhere; ref=google; dcopt=ist; u=938x200%7Cbpage,
    blog%7Ccurtain%7C@depressing,@recommend,depression-treatment,
    depression-treatment-walking, depression-treatments,
    natural-depression-treatments, treatments-for-depression%7C%7C%7C%7C819798%7C
    google%7C%7C;sz=938x200;tile=2;ord=44137685? HTTP/1.1
Host: ad.doubleclick.net
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User-Agent: Mozilla/5.0 (Windows NT 5.1) AppleWebKit/534.30 (KHTML, like Gecko)
            Chrome/12.0.742.122 Safari/534.30
Accept: */*
Accept-Encoding: gzip, deflate, sdch
Accept-Language: en-US, en; q=0.8
Accept-Charset: ISO-8859-1, utf-8; q=0.7, *; q=0.3
Cookie: id=226ccf6b250100cb||t=1311655109|et=730|cs=ds0m3xff
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     plat=win;br=ch;bv=12;subbv=0;load_mode=inline;page_type=bpage;page_type=blog;
     pos=curtain; social=all_on_everywhere; ref=google; dcopt=ist; u=938x200%7Cbpage,
     blog%7Ccurtain%7C@depressing,@recommend,depression-treatment,
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    plat=win;br=ch;bv=12;subbv=0;load_mode=inline;page_type=bpage;page_type=blog;
    pos=curtain; social=all_on_everywhere; ref=google; dcopt=ist; u=938x200%7Cbpage,
    blog%7Ccurtain%7C@depressing,@recommend,depression-treatment,
    depression-treatment-walking, depression-treatments,
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     pos=curtain; social=all_on_everywhere; ref=google; dcopt=ist; u=938x200%7Cbpage,
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Lloyd I. Sederer, MD

Medical Director, New York State Office of Mental Health (OMH)

Posted: February 8, 2011 07:26 PM





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Depression Treatment: Treating Depression the Old-Fashioned Way



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Practicing in Austria (in a region that is now part of the Creek Penublic). Priogenity gained fame

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Lloyd I. Sederer, MD

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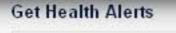


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     lloyd-i-sederer-md%252Fdepression-treatment-_b_819798.html&layout=standard&
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Referer: http://www.huffingtonpost.com/lloyd-i-sederer-md/ depression-treatment-_b_819798.html

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Accept: */*

Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US, en; q=0.8

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GET /plugins/like.php?action=recommend&api_key=4d965afccc4d86c598dbf5d94fb34a7c& font=lucida%20grande&href=http%253A%252F%252Fwww.huffingtonpost.com%252F lloyd-i-sederer-md%252Fdepression-treatment-_b_819798.html&layout=standard& locale=en_US&node_type=link&sdk=joey&show_faces=false&width=244 HTTP/1.1 Host: www.facebook.com Referer: http://www.huffingtonpost.com/lloyd-i-sederer-md/ depression-treatment-_b_819798.html User-Agent: Mozilla/5.0 (Windows NT 5.1) AppleWebKit/534.30 (KHTML, like Gecko) Chrome/12.0.742.122 Safari/534.30 Accept: */* Accept-Encoding: gzip, deflate, sdch Accept-Language: en-US, en; q=0.8 Accept-Charset: ISO-8859-1, utf-8; q=0.7, *; q=0.3 Cookie: locale=en_US; c_user=100002125339767; datr=Ni5iTdEGGj_pRA3KZreespS-; lu=ggi7m0bvq-ZuGFATrTpun0qQ; sct=1298357847; xs=1%3Adb96852e8ba9ab6b17811f3aded8626c



GET /plugins/like.php?action=recommend&api_key=4d965afccc4d86c598dbf5d94fb34a7c& font=lucida%20grande&href=http%253A%252F%252Fwww.huffingtonpost.com%252F lloyd-i-sederer-md%252Fdepression-treatment-_b_819798.html&layout=standard& locale=en_US&node_type=link&sdk=joey&show_faces=false&width=244 HTTP/1.1 Host: www.facebook.com

Referer: http://www.huffingtonpost.com/lloyd-i-sederer-md/ depression-treatment-_b_819798.html

User-Agent: Mozilla/5.0 (Windows NT 5.1) AppleWebKit/534.30 (KHTML, like Gecko) Chrome/12.0.742.122 Safari/534.30

Accept: */*
Accept-Encoding: gzip,deflate,sdch
Accept-Language: en-US,en;q=0.8

**Cookie: C_USer=100002125339767 7; datr=Ni5iTdEGGj_pRA3KZreespS-; lu=gg1/m0bvq-ZuGFATrTpun0qQ; sct=1298357847; xs=1%3Adb96852e8ba9ab6b17811f3aded8626c





Wall

Info

Photos (11)

Notes

M Friends

Friends (286)



Natalie Hribko



Dan Engel



Eran Waks



Ted Souder Google



Mike Greenhaus

Brian Kennish

What's on your mind?

Brian Kennish

in Worked at DoubleClick (Software Engineer) in Studied at Brown University in Lives in San Francisco, California 比 From New York, New York 🚷 Add languages you know 🥒 Edit Profile





Mehrdad Chaffari likes this.

Write a comment...

Share: Status In Photo of Link Wideo E Question



"66% of the Fortune 100 [I'll do the math for you — 66 companies] have

🍑 3 hours ago via Twitter - Like - Comment - @byoogle on Twitter

disappeared or are off the list since 1990." http://t.co/gCON2X8











Home

Prof



RSVP: Yes - No - Maybe

People You May Know



Matt Overied Add Friend

Sponsored

Glee, In 3D.



Exclusi event to 3D Con when yi Americ Card. C theater

Event Invitations













Brian Kennish

"Segment verification", heh. Bank robber: "I was just verifying deposits". http://t.co/Kfw8utk

Friday at 6:22pm via Twitter - Like - Comment - @byoogle on Twitter.



Brian Kennish commented on TechCrunch.

When will you start selling personal data collected by Google+ through your data exchange < http://adage.com/article/digital/google-readiesambitious-plan-web-data-exchange/228637/>? Do you have a price list yet? (I'm interested in buying Vic and Bradley's circle data.)



TechCrunch | Ask Your Question To The Googlers Behind The Google+ Project

techcrunch.com



facebook

Email

Password

Keep me logged in

Forgot your password?

Sign Up

Facebook helps you connect and share with the people in your life.

The page you requested was not found.

You may have clicked an expired link or mistyped the address. Some web addresses are case sensitive.

- Return home
- · Go back to the previous page

Facebook @ 2011 · English (US)

Mobile - Find Friends - Badges - People - Pages - About - Advertising - Create a Page - Developers - Careers - Privacy



Source: https://www.facebook.com/proofzuckcaresaboutprivacy



404. That's an error.

The requested URL /prooflarrycaresaboutprivacy was not found on this server. That's all we know.









Sorry, that page doesn't exist!

Search for a username	, first or last name	7	3
Ĺ	search		

English Deutsch Español Français Italiano 日本語

한국어 Português

@ 2011 Twitter About Us Contact Blog Status API Help Jobs TOS Privacy



Source: https://twitter.com/proofdickcaresaboutprivacy

A Reverse-Tracking Spider



1. Make a list of the most popular sites



1. Make a list of the most popular sites

2. Crawl each site to a link depth of one



1. Make a list of the most popular sites

2. Crawl each site to a link depth of one

Extract every third-party domain from the style sheets, scripts, iframes, and images on the pages



1. Indexed 1,000 sites



1. Indexed 1,000 sites

2. Analyzed 201,358 pages



1. Indexed 1,000 sites

2. Analyzed 201,358 pages

3. Identified 6,926 third parties



Domain	Services	Sites	Prevalence
facebook.com	Facebook	331	33%
google.com	Google Buzz, Custom Search, FeedBurner	246	25%
googleapis.com	Google APIs	228	23%
googlesyndication.com	Google AdSense	222	22%
google-analytics.com	Google Analytics	207	21%
twitter.com	Twitter	197	20%
doubleclick.net	DoubleClick (Google)	183	18%
googleadservices.com	Google AdWords	158	16%
twimg.com	Twitter	152	15%
scorecardresearch.com	ScorecardResearch (comScore)	134	13%
quantserve.com	Quantcast	134	13%
addthis.com	AddThis	121	12%
adobe.com	Adobe Flash	120	12%
youtube.com	YouTube (Google)	109	11%
facebook.net	Facebook	108	11%
fbcdn.net	Facebook	96	10%
amazonaws.com	Amazon Web Services	91	9%
2o7.net	Omniture (Adobe)	86	9%
cnzz.com	CNZZ (Alibaba)	83	8%
atdmt.com	Atlas (Microsoft)	MA	7%
qq.com	Tencent QQ		7%
feedburner.com	FeedBurner (Google)		7%
baidu.com	Baidu ProTheme, Union		6%
revsci.net	AudienceScience		6% (P) 6%
flickr.com	Flickr (Yahoo)		6%
wordpress.com	Automattic	51	5%

Domain		Services	Sites	Prevalence
facebook.com		Facebook	331	33%
google.com		Google Buzz, Custom Search, FeedBurner	246	25%
googleapis.com		Google APIs	228	23%
googlesyncKey	SS 29 SS 29755		222	22%
google-ana Social-networking			207	21%
CTTICCOL.COTTI	70772	cs/content services	197	20%
doubleclick	Duplicate services	le)	183	18%
googleadservices.com		Google AdWords	158	16%
twimg.com		Twitter	152	15%
scorecardresear	ch.com	ScorecardResearch (comScore)	134	13%
quantserve.com		Quantcast	134	13%
addthis.com		AddThis	121	12%
adobe.com		Adobe Flash	120	12%
youtube.com		YouTube (Google)	109	11%
facebook.net		Facebook	108	11%
fbcdn.net		Facebook	96	10%
amazonaws.com	ı.	Amazon Web Services	91	9%
2o7.net		Omniture (Adobe)	86	9%
cnzz.com		CNZZ (Alibaba)	83	8%
atdmt.com		Atlas (Microsoft)	TH	7%
qq.com		Tencent QQ		7%
feedburner.com		FeedBurner (Google)	UU	7%
baidu.com		Baidu ProTheme, Union		6%
revsci.net		AudienceScience	聖信	6%
flickr.com		Flickr (Yahoo)		6%
wordpress.com		Automattic	51	5%

Domain	Services	Sites	Prevalence	
googleapis.com	Google APIs	228	23%	
googlesyndication.com	Google AdSense	222	22%	
google-analytics.com	Google Analytics	207	21%	
doubleclick.net	DoubleClick (Google)		18%	
googleadservices.com	Google AdWords	158	16%	
scorecardresearch.com	ScorecardResearch (comScore)	134	13%	
quantserve.com	Quantcast	134	13%	
addthis.com	AddThis	121	12%	
adobe.com	Adobe Flash	120	12%	
amazonaws.com	Amazon Web Services	91	9%	
207.net	Omniture (Adobe)	86	9%	



Domain	Services	Sites	Prevalence
facebook.com	Facebook	331	33%
google.com	Google Buzz, Custom Search, FeedBurner	246	25%
twitter.com	Twitter	197	20%
youtube.com	YouTube (Google)	109	11%
qq.com	Tencent QQ	68	7%
baidu.com	Baidu ProTheme, Union	63	6%
flickr.com	Flickr (Yahoo)	57	6%
wordpress.com	Automattic	51	5%
gravatar.com	Gravatar (Automattic)	50	5%
yahoo.com	Yahoo	46	5%
photobucket.com	Photobucket	45	5%



· 350 services get at least 1% of our browsing activity



· 350 services get at least 1% of our browsing activity

· 33 get at least 5%



· 350 services get at least 1% of our browsing activity

· 33 get at least 5%

16 get at least 10%



Tracking the Trackers







Video

NewsPulse

U.S.

World

Politics

Justice

Entertainment

Tech

Health

Living

Travel

Opinion

iReport

Part of complete coverage on

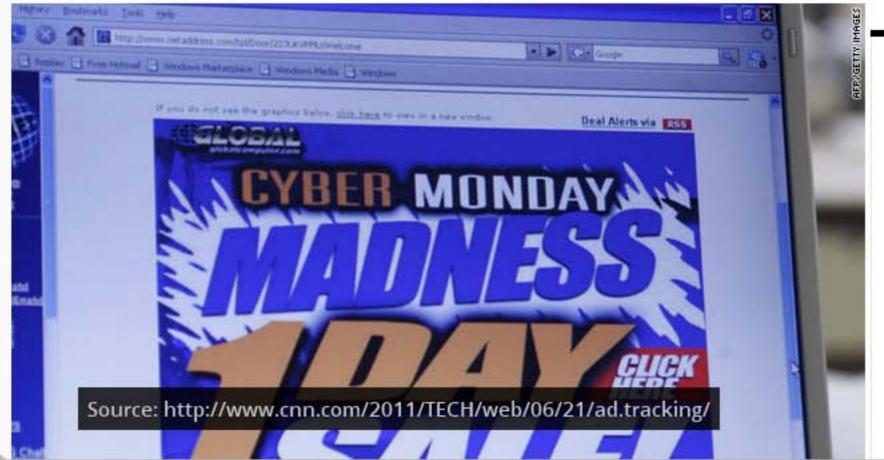
The Creative

THE CREATIVE

Making it harder for ads to track you online



By Mark Milian, CNN June 21, 2011 7:13 p.m. EDT | Filed under: Web





Part of complete coverage on

The Creative

Why have an ad? Start a movem

updated Thur June 23, 2011





(C) disconnect.me/db/

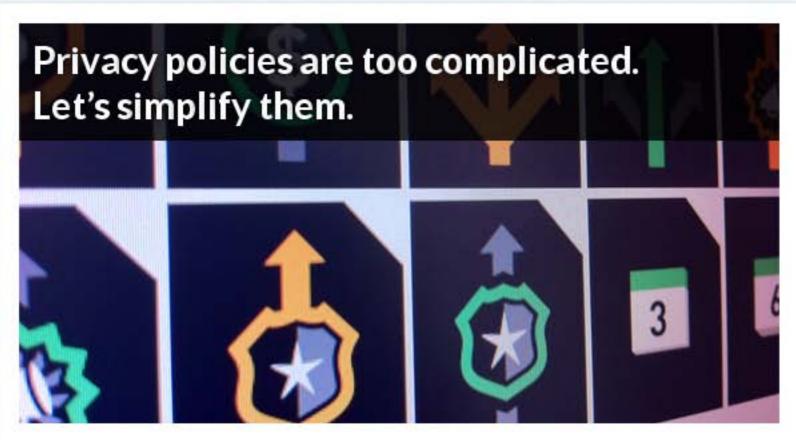




cons

Sites

Logged in as brian



We'd like to help people understand how their data is used on the web by turning the privacy policy of every major site into a small set of icons. You can join us in three easy steps:

1. Meet the privacy icons

Go to the Icons page to learn about the icon definitions and the Mozilla-led working group doing the defining.

2. Apply the privacy icons

Browse or search the Sites page and find sites you're interested in, then read the sites' privacy policies and decide which icons match.

3. Share your thoughts

What do your favorite sites do with your data? some examples below or all the sites on the Site

Example sites



cnet.com

46 unique third parties 10.46 third parties/page











imageshack.us

8 unique third parties 5 third parties/page





disconnect

Home

Icons

Sites

Logged in as brian

We're dividing the iconification project into manageable chunks, starting with the top 200 websites. Browse or search to find sites you're interest then click to view or update their icons. Submit updates as yourself or anonymously and when we publicly launch, your work will be available to everybody under the same Creative Commons license as Wikipedia.

creenshot \$	Site	Language ▲	Unique third parties 💠	Third parties / page ◆	Privacy icons
.U:	nih.gov	English			\$
	hp.com	English	13	1.85	\$
	mapquest.com	English			\$
	megaupload.com	English	2	2	♣ ♣ ♣ ■
	flickr.com	English	14	3.24	
	hotmail.com	English	1	0	
TAXABLE TO A	livedoor.com	English			

Icons

Sites

Logged in as brian

View history



yahoo.com

"Welcome to Yahoo!, the world's most visited home page." 75 third-party trackers 4.86 third parties / page

Privacy policy

 $Privacy\,icons\,\,({\sf hover over the}\,({\sf cons}\,{\sf for}\,{\sf details})$

Update icons











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YOURGOOD TO THE PARTY OF THE PA

yahoo.com

"Welcome to Yahoo!, the world's most visited home page."
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4.86 third parties / page

Privacy policy

Privacy icons (hoverover the icons for details)

View history

Update icons











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Community portal

Mozilla News

Recent changes

Random page

Help

Personal tools

Log in / create account

Toolbox

What links here

Related changes

Special pages

Browse properties

Privacy Icons



Privacy Icons project (beta release)

Owner: Ben Moskowitz, Mozilla; Aza Raskin (initiator)

Updated: June 15, 20

"A bolt-on approach to simplifying privacy policies." Subscribe to the Privacy Icons m

The Icons (beta)

Here are the proposed icons. These are the result of a number of working groups convened by Aza Ra: We are seeking to develop boilerplate legal text to back up each of the icons. The initial designs provide here are by Michael Nieling & Ocupop, designers of the official HTML5 logos. They are not vet final.

Retention period

Legal short notice: Privacylcons/Retention period
Source: https://wiki.mozilla.org/Privacy_Icons_Nobody

Your data is deleted before 1 3 6 or 18 months



Icons

Sites

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View history



yahoo.com

"Welcome to Yahoo!, the world's most visited home page." 75 third-party trackers 4.86 third parties / page

Privacy policy

 $Privacy\,icons\,\,({\sf hover over the}\,({\sf cons}\,{\sf for}\,{\sf details})$

Update icons











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yahoo.com

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Privacy icons (hoveroverthe (cons for details)

Update icons











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Icons

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«Back to site overview



yahoo.com

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Privacy policy

Privacy icons

Does this site share users' data with law

After reviewing this site's privacy policy, click the appropriate icon for each category. If the appropriate icon is already selected, no changes nee made. Head to our forum if you have any questions or want to talk about this site's privacy settings.



How long in months, does this site retain users' data?

Further Reading



· The Wall Street Journal: j.mp/tttwsj



· The Wall Street Journal: j.mp/tttwsj

· CNN: j.mp/tttcnn



The Wall Street Journal: j.mp/tttwsj

· CNN: j.mp/tttcnn

· The Disconnect DB: disconnect.me/db

