

Anonymity Principles

Create noise

Fake actions to hide other actions

Fuzzing identity

Vary your (non-)digital identity

Create Noise

TrackMeNot Browser Extension

Online Student Services

Google Search

I'm Feeling Lucky

National Pasta Association

Chicago Symphony Orchestra

Green chemistry breakthrough

Create Noise

- Howe, Nissenbaum: "TrackMeNot: Resisting Surveillance in Web Search" (2009)
- Eckersley: How Unique Is Your Web Browser? (2010)
- AdNauseam:
Browser extension that clicks every ad

Create Noise

Discuss at your table

- Would you use *TrackMeNot*? Why (not)?
- What are benefits or risks, ad- or disadvantages?
- What is important to check in the implementation?