

# Online Footprints

An Experiment in Privacy

*“The web is fundamentally a distributed hypermedia application”*

*Software Architecture: Foundations, Theory and Practice*

*Taylor, Medvidovic, Dashofy (2010)*

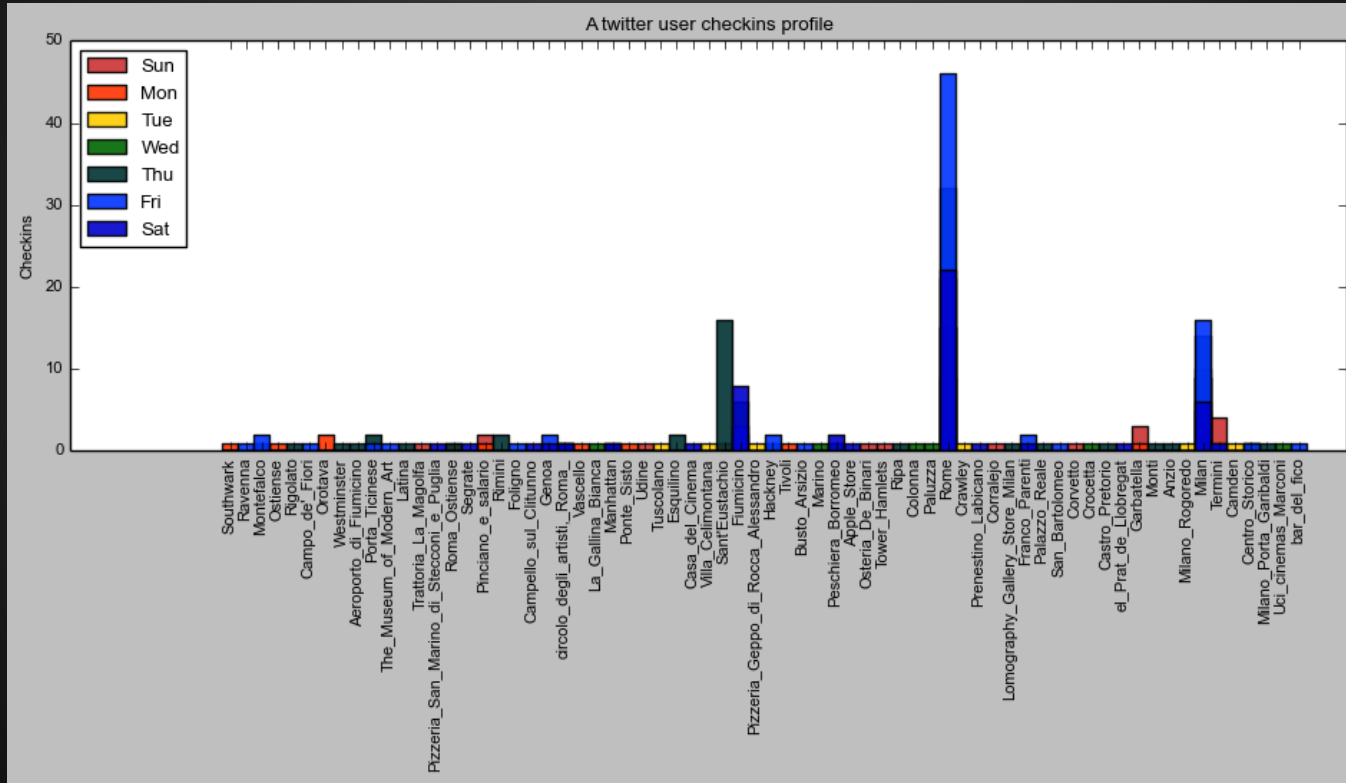
*“When you're in positions of privileged access like a systems administrator for the sort of intelligence community agencies, you're exposed to a lot more information on a broader scale than the average employee and because of that you see things that may be disturbing but over the course of a normal person's career you'd only see one or two of these instances. When you see everything you see them on a more frequent basis and you recognize that some of these things are actually abuses. And when you talk to people about them in a place like this where this is the normal state of business people tend not to take them very seriously and move on from them.”*

*Edward Snowden*

User identification and tracking is at the base of the technologies at the core of communication networks in general.

In theory any adversary capable of intercepting messages travelling through the network may ascertain who is communicating with whom and therefore may track user activity.

# Identity is a puzzle



# Hyperdata

It is not a buzz word.

Hyperdata is at the core of the web nowadays.

Hyperdata means snippets of information linked between each others.

# Why is it relevant to privacy?

Because links are context.

Privacy protection means knowing which are the weakest links that can reveal our puzzle.

Thank you!

Please talk to me, I'd love to exchange some thoughts and doubts.