



ProperData



MVP'S

Maha BangLoria, Vanessa Piscil

Santiago Canyon, Orange Coast College, University of California, Irvine



Introducing the Team



Maha Banglora, Vanessa Piscil

**72.6% OF IOS APPS
(TIKTOK & AMAZON) TRACK
PRIVATE USER DATA**

GOAL STATEMENT

- 1) Our primary goal was to learn more about how to protect our privacy and enhance our digital security
- 2) Our mission was to swiftly deliver essential knowledge through voice-based interactions, all the while minimizing data tracking and reducing reliance on third-party entities, and we accomplished that through Mycroft.



GOAL STATEMENT CONTINUED

3) We conducted an analysis of TikTok and the data that this app collects from its users, our investigation revealed that TikTok collects various types of data, including personal information, device information, location data, and usage patterns

4) We observed the absence of any trackers in Alexa, which was surprising as we had anticipated the presence of such trackers.



TikTok User Data

01

User Location

TikTok, like many other social media platforms, uses location data to serve targeted advertisements.

02

User's Device Battery

Collecting battery information, raises questions about user privacy and data security. Users might worry that their data is being used or shared without their knowledge or consent.

03

Browsers

Collecting data about which browsers the User is using to go to TikTok, raises concerns for privacy.

04

Screen Height & Width

TikTok not only collects details about the user but also about the User's device

05

Frequency of Usage

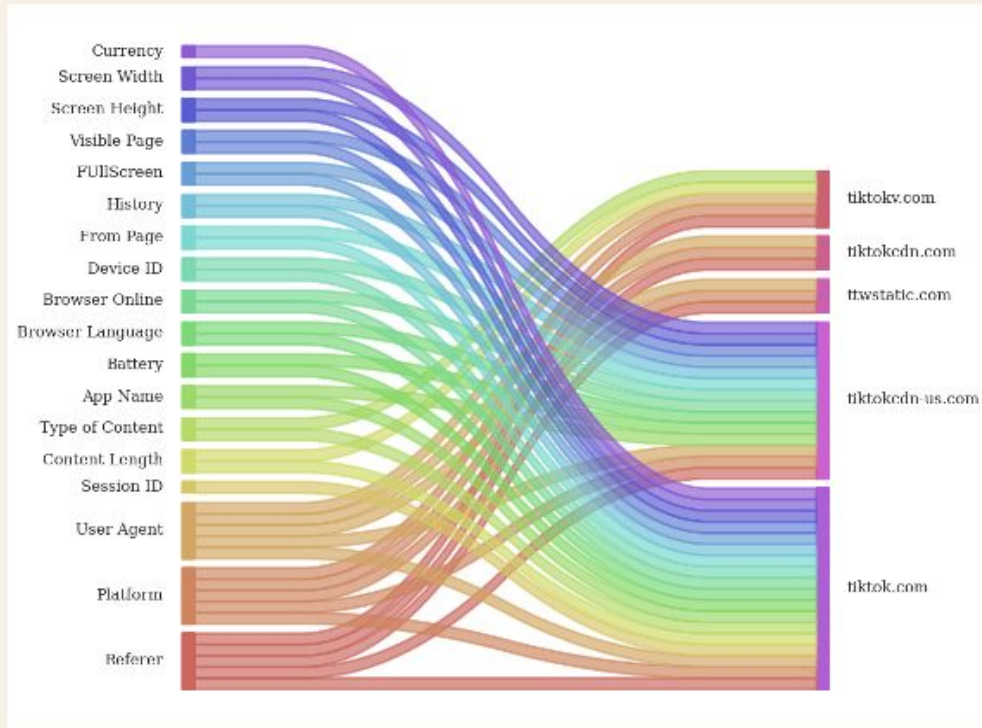
Although this type of data collection is common amongst most apps, TikTok uses this data for analytics and data analysis efforts to understand user behavior and preferences.

06

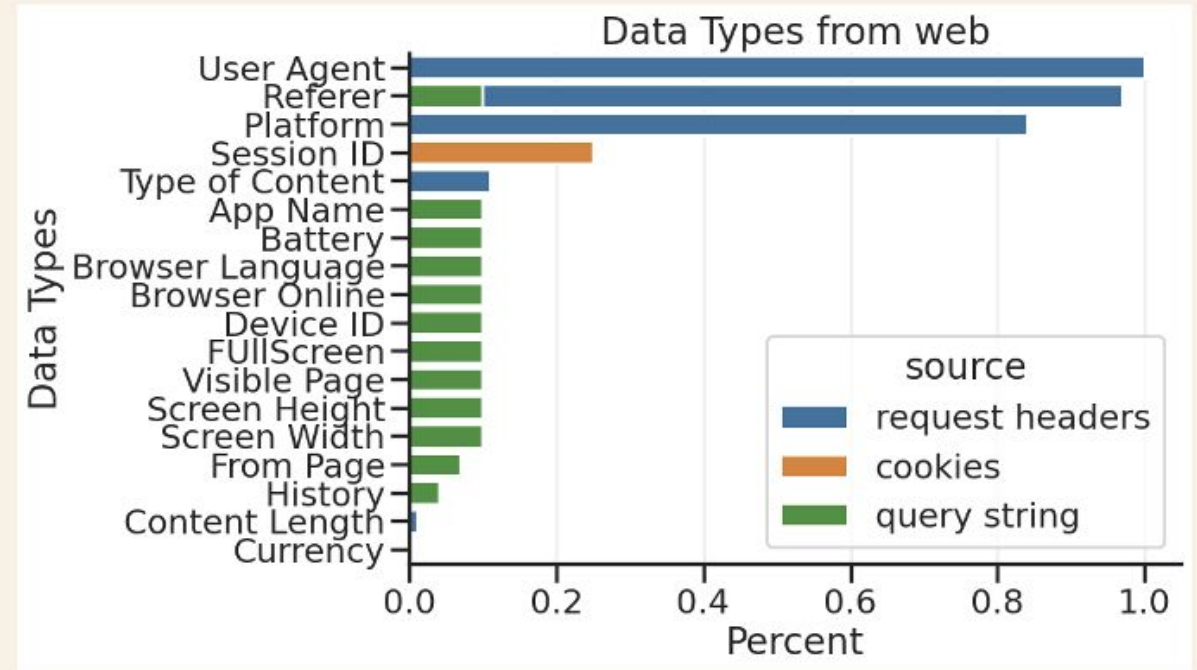
Demographic Info

If this data is mishandled, it could be accessed by unauthorized parties or used for targeted advertising without the user's consent

TIKTOK DATA



Graph 1



Graph 2

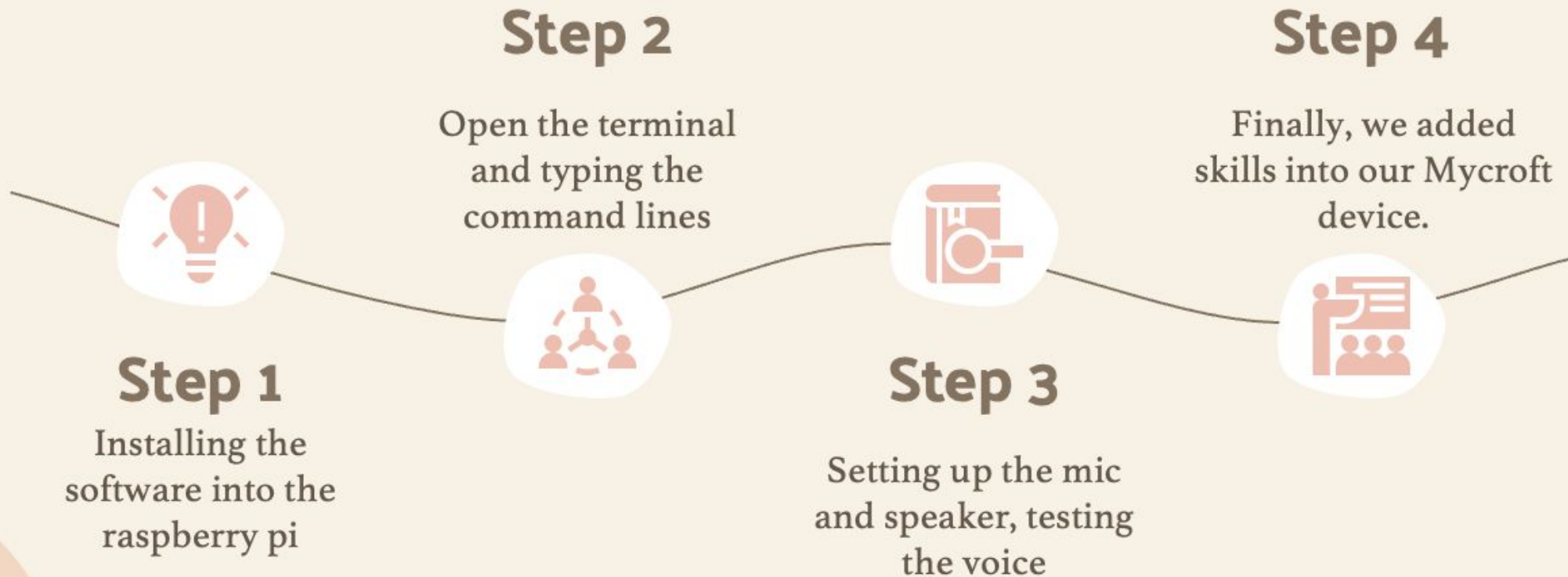


In this image we are testing out our skills through Mycroft and using our personal computers to connect and test our skills, within the terminal and using our command lines.

MYCROFT

Building our Mycroft Device was our most challenging and enjoyable part of the program. Creating our Mycroft voice assistant was also interesting since our device would occasionally give us the wrong information, for example, the weather.

process



SKILLS

SPOTIFY



CRYSTAL-BALL



PINEAPPLE



LAUGHING

PANDORA



STRAWBERRY



PICK-NUMBER



DICE-SKILL



CHALLENGES

- Ensuring compatibility across different platforms, optimizing resource usage, and delivering fast response times can be challenging, considering the diversity of hardware configurations and network conditions.
- Spelling errors
- HAR and CSV file
- Speaker testing & Volume



OVERALL EXPERIENCE

The program helped us develop a deeper understanding of privacy concerns in the digital age. It provided valuable insights into the potential risks associated with data collection, tracking, and the importance of protecting user information.





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**THANK
YOU!**