



Blueberry

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Introduction



Why Should You Care?



Consumer Concern is Rising

"How often do you worry about your privacy online?"



Legend for the pie chart:
Never (white square)
Frequently (medium blue square)
Sometimes (dark blue square)
Always (light blue square)

42% are more worried about their online privacy than one year ago

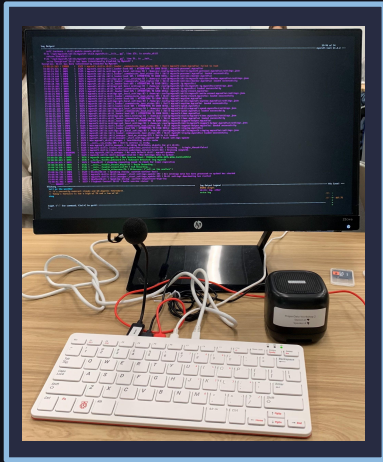


Top causes of concern

- 38%** Companies **COLLECTING & SHARING** my **PERSONAL INFORMATION** with other companies
- 36%** **SECURITY THREATS** to personal **DATA ONLINE**
- 28%** **GOVERNMENT SURVEILLANCE** e.g. NSA's **PRISM**
- 22%** Companies **TRACKING** web-surfing **BEHAVIOR**
- 19%** Social media **SITES SHARING** **DETAILS** with advertisers



Mycroft Timeline



Day: 1

Building Mycroft



Day: 2

Using Mycroft

```
Code Blame 15 lines (9 loc) · 332 Bytes
1 from mycroft import MycroftSkill, intent_file_handler
2
3
4 class FruitLister(MycroftSkill):
5     def __init__(self):
6         MycroftSkill.__init__(self)
7
8     @intent_file_handler('lister.fruit.intent')
9     def handle_lister_fruit(self, message):
10        self.speak_dialog('lister.fruit')
11
12
13 def create_skill():
14     return FruitLister()
```



Day: 3

Installing our skills





Features of Mycroft

Voice

Interaction occurs through a mic and speaker

Internet

Can access the internet to grab information

Trackers

ZERO trackers in the speaker

Skills

Ability to learn and utilize pre-programmed skills

Personalization

Installing/creating skills





Technical Issues



```
{ Tell Mycroft a command.
```

Input data:

Hey Mycroft, name a fruit.

Expected output:

```
Blueberry }
```

TikTok Mobile

- Ran experiment on a Car themed "For You Page" (attempted to change FYP)
- Correlation of actions and targeted content/advertising
- Watching entire videos was the most effective method

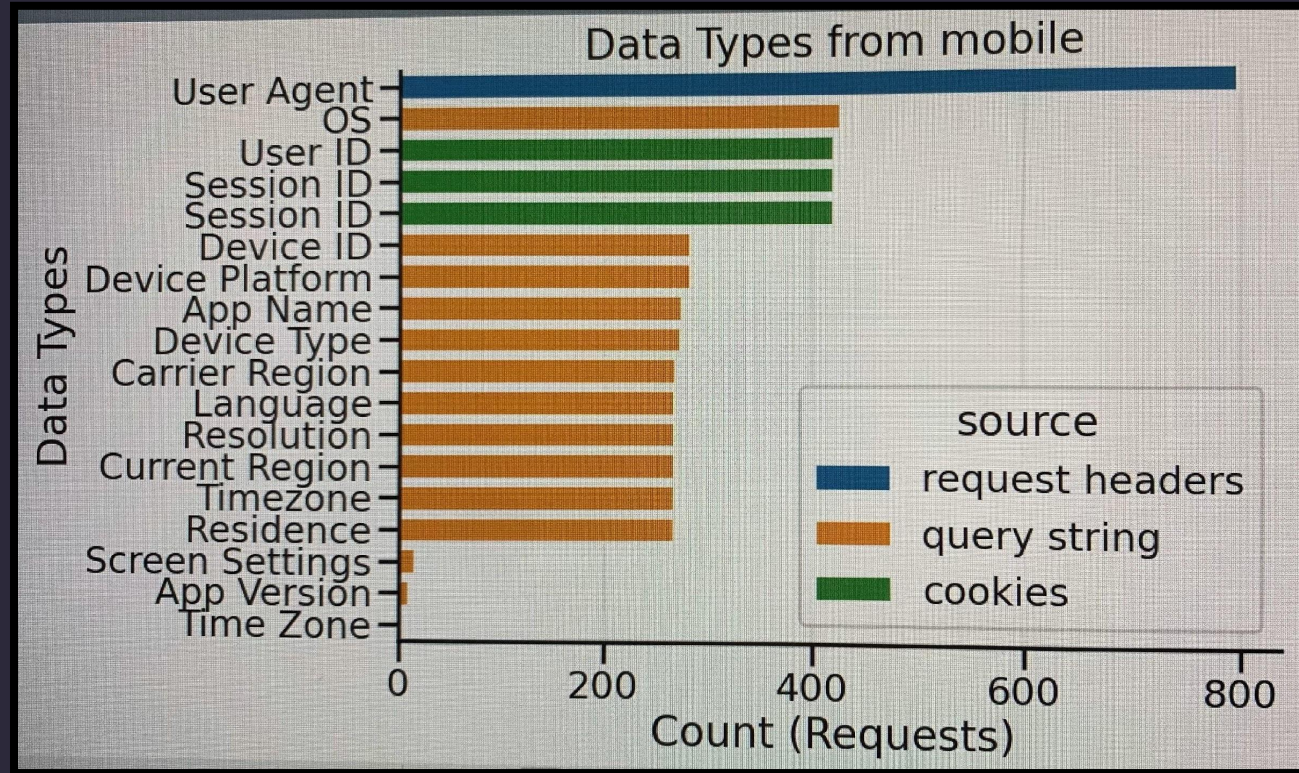


Figure 1:
Mobile Data



TikTok Web

Takeaway:

- More data is collected than you might think
- It's the little details
- TikTok was recently in court because of privacy concerns

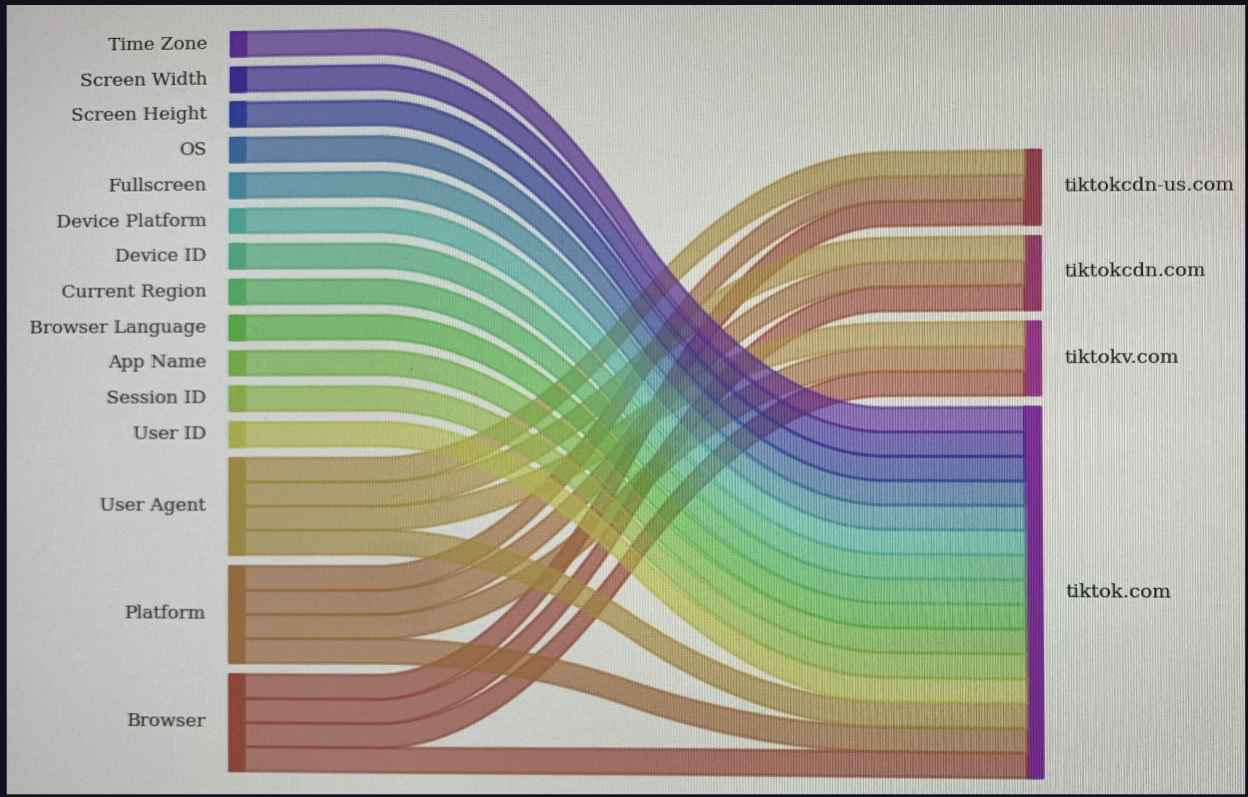
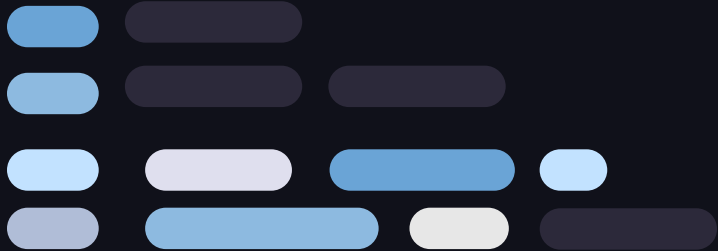


Figure 2: Web Data



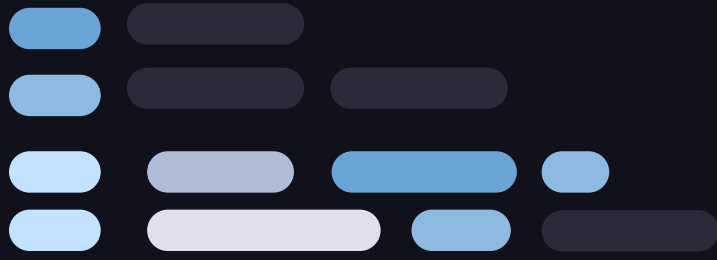


Our Experience



- Worked with Raspberry Pi
- Created our own skill

- Able to do some troubleshooting
- Was introduced to Linux
- Learned more about privacy and protecting our data





Thanks!

< Reach out to Blueberry on LinkedIn >



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