PrivacyBot
A simple way to start exercising your privacy rights.
OUR TEAM

James Carney  Joanne Jia  Archana Kulkarni  Cameron Lopez
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However, the transaction cost prevents privacy-conscious individuals from exercising these rights.

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THE PROBLEM

Additionally, pinpointing which companies may have your data remains a major issue. However, the transaction cost prevents privacy-conscious individuals from exercising these rights. The California Consumer Privacy Act (CCPA) solidified data privacy as a right to CA consumers.
WHAT ARE DATA BROKERS?

“A business that knowingly collects and sells to third parties the personal information of a consumer with whom the business does not have a direct relationship”

How might we make it easier for consumers to exercise their CCPA rights?
Introducing **PrivacyBot**

A simple way to start exercising your privacy rights.
OUR APPROACH

PROOF OF CONCEPT

Selenium auto-filling model
Our Approach

Proof of Concept Take 2
## OUR APPROACH

**SERVICE LIST**

Most exhaustive list of data brokers on the market

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METHODS

User Interviews
Discovering users’ privacy needs

Survey
Gauges interest among target users

Competitive Analysis
Understands overall landscape

Usability Tests
Gathers feedback for privacybot.io and GUI

Diary Studies
Tracks user feedback over one week
CHALLENGES & SOLUTIONS

- Low user trust: Shift to an open-source, locally-run application
- Complicated legal implications: Send requests from users’ own email accounts
- Varying commitment levels: Tiered service selection options
CHALLENGES & SOLUTIONS

- **Low user trust**
  - Shift to an open-source, locally-run application

- **Complicated legal implications**
  - Send requests from users’ own email accounts

- **Varying commitment levels**
  - Tiered service selection options
CHALLENGES & SOLUTIONS

- Low user trust: Shift to an open-source, locally-run application
- Complicated legal implications: Send requests from users’ own email accounts
- Varying commitment levels: Tiered service selection options
Demo Time!
RESULTS IN 1 WEEK

Data Broker Responses

No Response: 260
Responded: 225
Bounced: 16

Type of Responses

Redirected: 68
Requested Info: 62
Complied: 62
Confirmation Only: 17
IMPACT & NEXT STEPS

COMMUNITY
Free tool for the community

IMPACT
Shared results with CA AG & CR

COVERAGE
Read about us here!

CONTINUITY
Discussion in Progress
New Open Source Project Automates Data Deletion Requests by Email

Although the CCPA is supposed to make it easy for California residents to opt out of companies sharing or selling their data, it hasn’t all been smooth sailing. California residents have come across roadblocks, such as companies lacking links to tell companies “do not sell my data,” even though they’re required to by the law. Beyond that, the process can be cumbersome and time-consuming.

With his friction in mind, James Carney, Joanne Jia, Archanaka Kulkarni and Cameron Lopez, a team of grad students at UC Berkeley’s School of Information began development on PrivacyBot: a free, open source tool to automate part of the process. PrivacyBot is a capstone project meant to allow people to send requests to have their information deleted from a list of data brokers and people search sites.

PrivacyBot does have some limitations. To use it, you need to have a Gmail account, and you’ll need to have Python 3, pip3 and node installed on your computer. You’ll also need some level of familiarity with using the command line, either using a split terminal or two terminals so you can run the Flask app on one and the React app on another.
SPECIAL THANKS TO

Chris Hoofnagle
Lesley Matheson
Ashkan Soltani
Nikita Samarin
Esther Jan
Tobias Holl
Austen Myers
Alex Reece

Inspirational Courses:

- Info 205 - Information Law and Policy
- Info 213 - User Experience Design
- Info 214 - User Experience Research
- Info 247 - Data Visualization
- Info 272 - Qualitative Research Methods
- Info 290 - Cybersecurity in Context
Questions?