

# Sledovanie užívateľov na internete

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# Kto nás sleduje?

- Google
- Facebook
- Twitter
- Pinterest
- Seznam
- Reklamné siete
- Marketingové nástroje
- + stovky či tisíce ďalších

# Prečo nás sledujú?

- Zisk
- Skvalitňovanie služieb
- Data-mining strategických informácií
- Štatistiky
- Implicitné aj explicitné hodnotenia

# JavaScript a Cookies

- Väčšina súčasných trackovacích systémov
- Same-origin policy je “zbytočné”
- Web prehliadač poskytuje JavaScriptu aj samotným serverom pomocou HTTP hlavičiek dostatočné množstvo údajov pre identifikáciu užívateľa
- Flash cookies!!!



**Matúš Máčik**

programátor a webdesigner

na voľnej nohe

## Ponúkam

### Konzultácie

zodpovedanie otázok a úskalí pred procesom návrhu webu, kontrola a úprava zadania pre návrh a

Elements Network Console Sources Timeline Profiles Resources Security Audits

```

<!DOCTYPE html>
<html>
  <head>...</head>
  <body id="top">
    <header id="header">...</header>
    <div id="main">...</div>
    <footer id="footer">...</footer>
    <script src="assets/js/jquery.min.js"></script>
    <!--[if lte IE 8]><script src="assets/js/ie/respond.min.js"></script><![endif-->
    <script>
      (function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
        (i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date();a=s.createElement(o),
        m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
      })(window,document,'script','//www.google-analytics.com/analytics.js','ga');
      ga('create', 'UA-69516999-1', 'auto');
      ga('send', 'pageview');
    </script>
  </body>
</html>
  
```

Styles Comp

Filter

element.styl

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html body#top

Browser window showing the Network tab of the developer tools. The address bar contains "goo". The Network tab is active, showing a list of requests. The selected request is for "collect?v=1&\_v=j41&a=679346408... www.google-analytics.com". The Headers tab is selected, displaying the following information:

**Cache-Control:** max-age=0  
**Connection:** keep-alive  
**Host:** www.google-analytics.com  
**Referer:** http://matusmacik.com/  
**User-Agent:** Mozilla/5.0 (Windows NT 6.3; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/48.0.2564.116 Safari/537.36

**Query String Parameters**

- v: 1
- \_v: j41
- a: 679346408
- t: pageview
- \_s: 1
- dl: http://matusmacik.com/
- ul: sk
- de: UTF-8
- dt: Matúš Máčik - webdesigner
- sd: 24-bit
- sr: 1366x768
- vp: 238x643
- je: 0
- fl: 21.0 r0
- \_u: AACAAEABI~
- jid:
- cid: 1864101614.1457948097
- tid: UA-69516999-1
- z: 1166732979

4 / 20 requests | 2.6 KB / 7.0 KB transfer...



Data about USER 1

```
{
  IP address
  browser version
  language
  screen resolution
  screen color depth
}
```

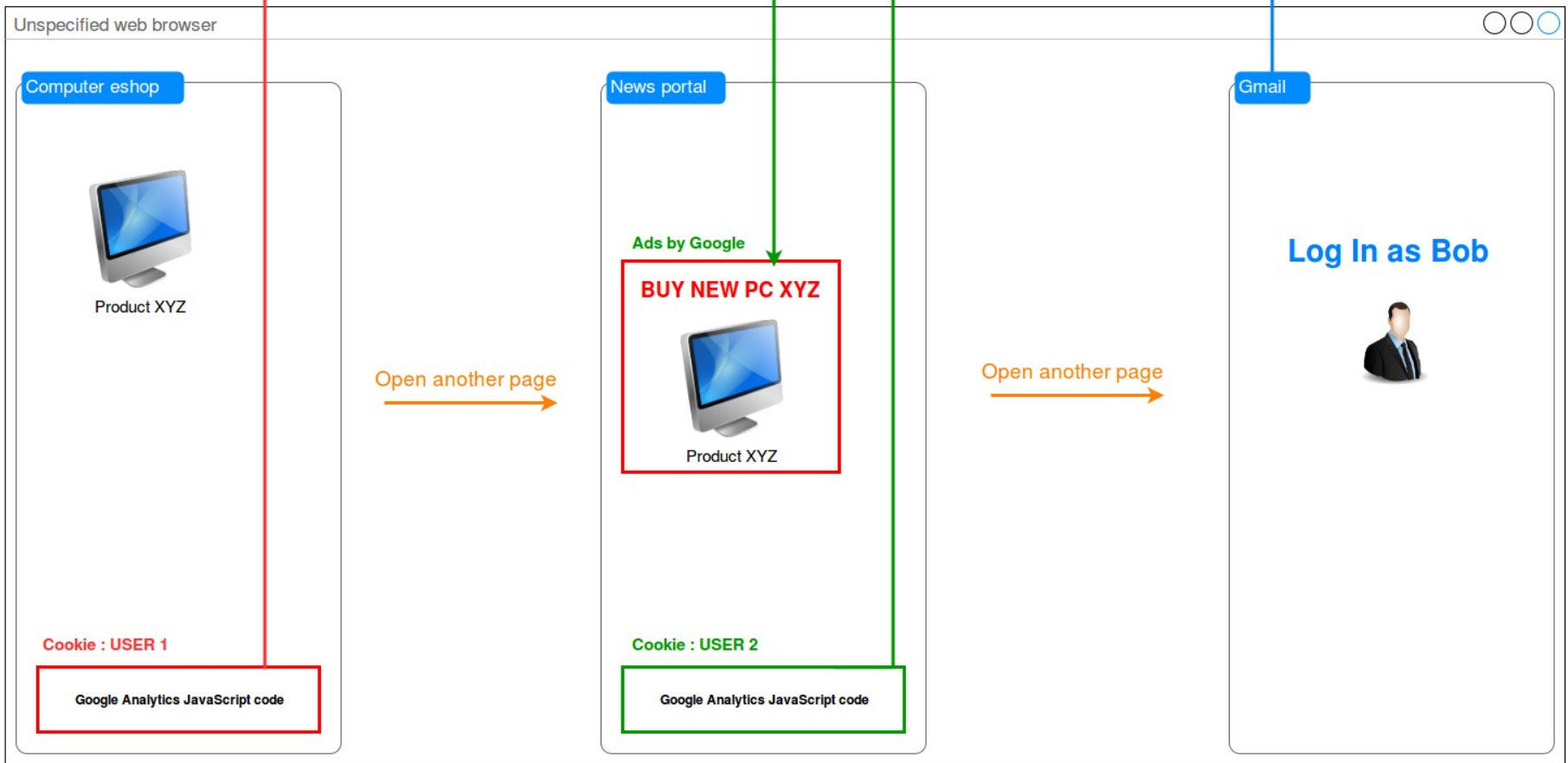
USER 1 data == USER 2 data  
HMMM maybe the same USER,  
let's show him product he  
has seen before

Data about USER 2

```
{
  IP address
  browser version
  language
  screen resolution
  screen color depth
}
```

USER 1 data == USER 2 data == Bob data

Bob is interested in new Product XYZ  
and he reads news on News portal



\*\*\* Computer eshop pays Google for advertisement

\*\*\* News portal makes money from showing Google advertisements

Ďakujem



# Ako sa brániť?

- Mazat' históriu
- Používať pluginy do prehliadačov (Ghostery)
- Zakázať JavaScript a Cookies
- Tor
- Čítať knihy