REPRIV: Re-Imagining Content Personalization and In-Browser Privacy

REPRIV is a system designed to gather interest data about a user from their browsing habits with the user permission instead of just using public data that often does not target the users interests or takes a long to to converge to the users real interests. This data is then used to personalize websites. The users who choose to use this system benefit from content being directed to their interests This benefits the user more than a site gathering its own data because a user may only spend a few minutes on a website but if all browser data is used, then the personalization can be more targeted.

Different systems would allow data collections to be targeted at different areas, such as movie and tv show interests. The user could then allow another site such as Amazon or Facebook to access the high-level interests and target ads and personalization to those interests. However, the user remains in control of all of this information and which sites can access this high level information. The information used to create the users interest profile, such as browsing history, search terms, and other data, will not be released to the other sites. The main focus is to keep the user in control of who has access to the data while still allowing customization and personalization.

This new approach to giving a user personalized content would keep control of privacy and personal information in the hands of the user instead of trying to gain data without permission or buying data from another site. A number of incentives would be created to encourage users to give permission to a site to use personalized content. These would include everything from the personalization itself and targeted ads to site credit or promotions. The website would then be able to provide a more personalized experience for the user.

The biget advantage this system has over other similar systems is its control over the
privacy and release of data. Instead of simply having access to data collected while the user is on your website, the user is providing you with an interest profile which has been formed based on all browsing data. The collection is all done client side, and will not involve downloading multiple versions of a website and then filtering content locally as some other products do. The filtering could be done by the website itself when the interest profile data is released to that site. This allows private collection of data and also allows the user personalized content.