

The background of the slide features a dark, high-contrast image of the Earth as seen from space. The planet's surface is visible, showing continents and oceans, with a network of glowing white lines and dots overlaid, suggesting a global data or communication network. The text is centered in the upper half of the image.

Advertising Technology (AdTech)

An Invisible Tracker

March 2022

Babur Kohy

Doctor of Cybersecurity

“Whatever You Are, Be a Good One”

-Abraham Lincoln



Babur Kohy

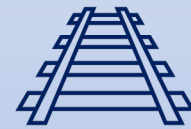
Adjunct Faculty, Cyber

NOVA College



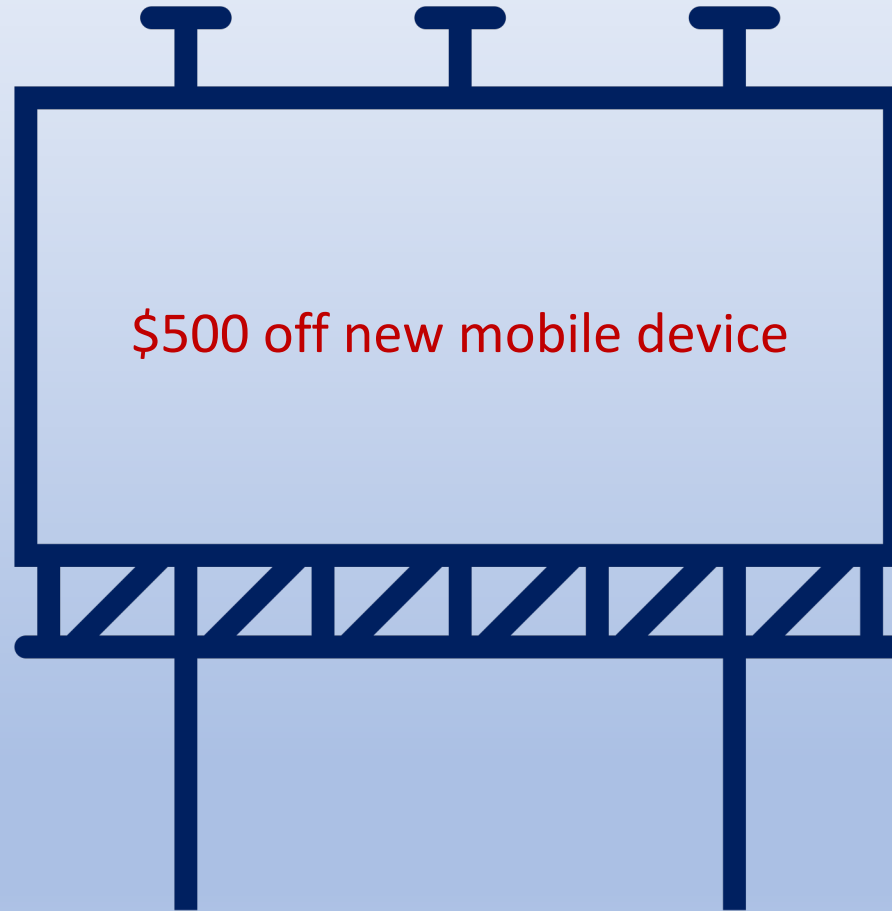
Intent

Awareness and education



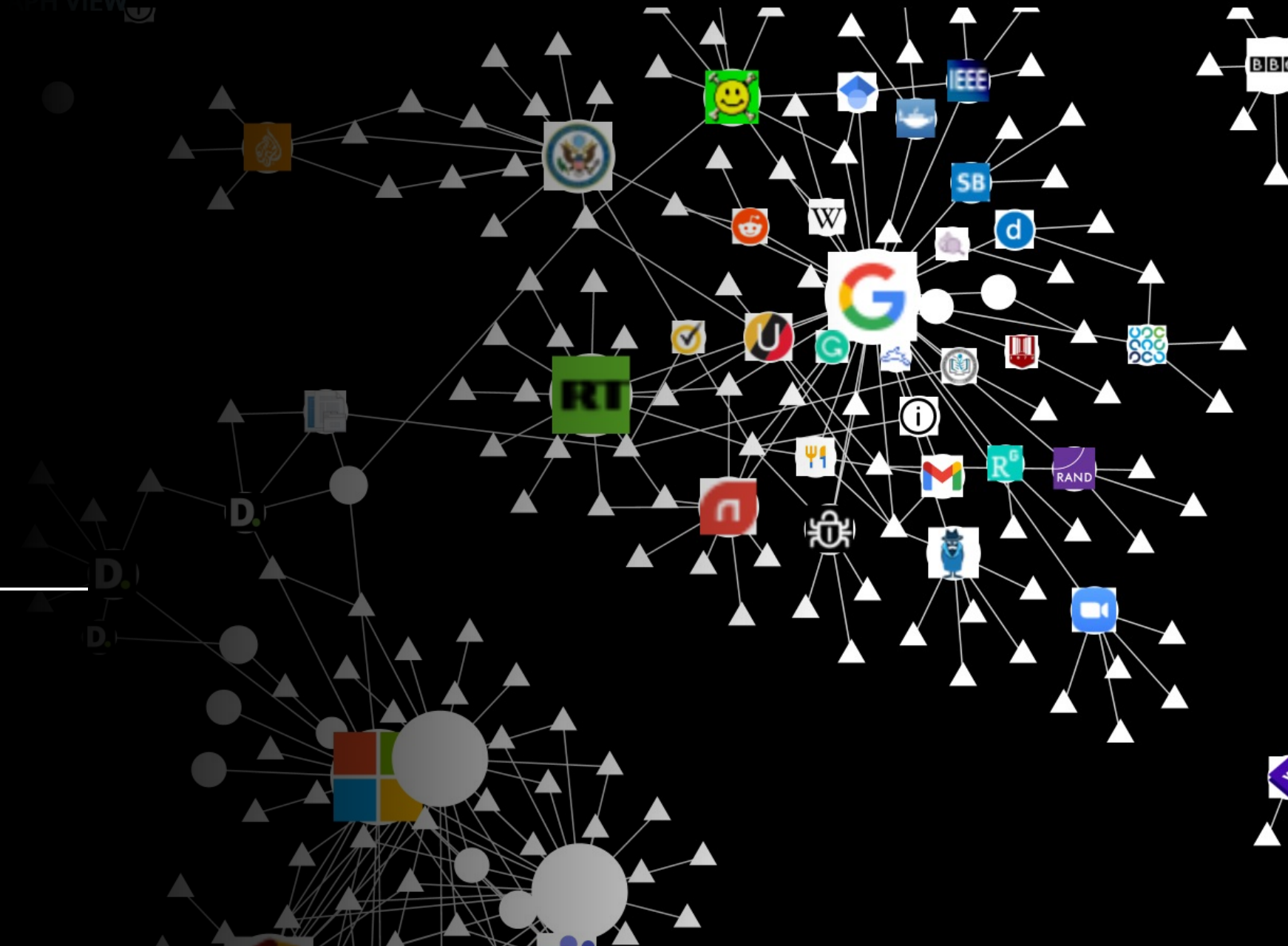
Define

AdTech



Recent Site

GRAPH VIEW

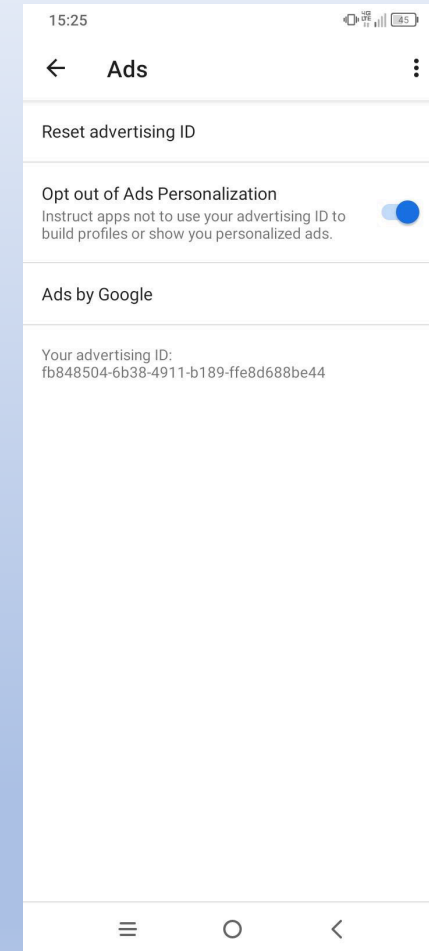
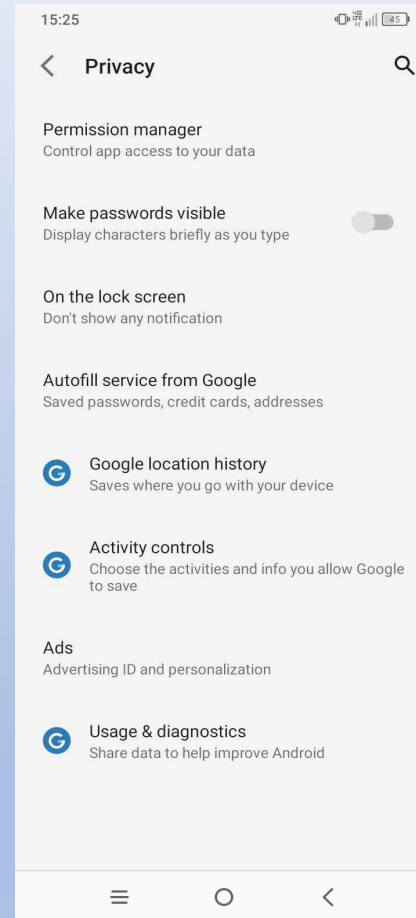
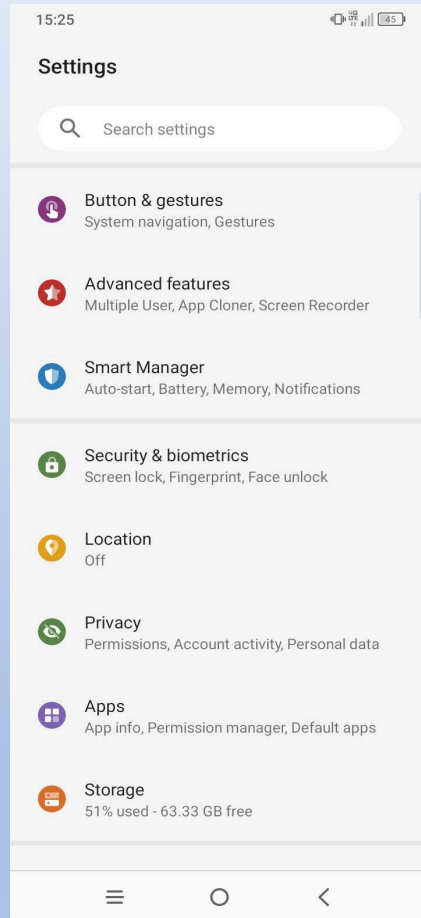


Aware

Online Trackers

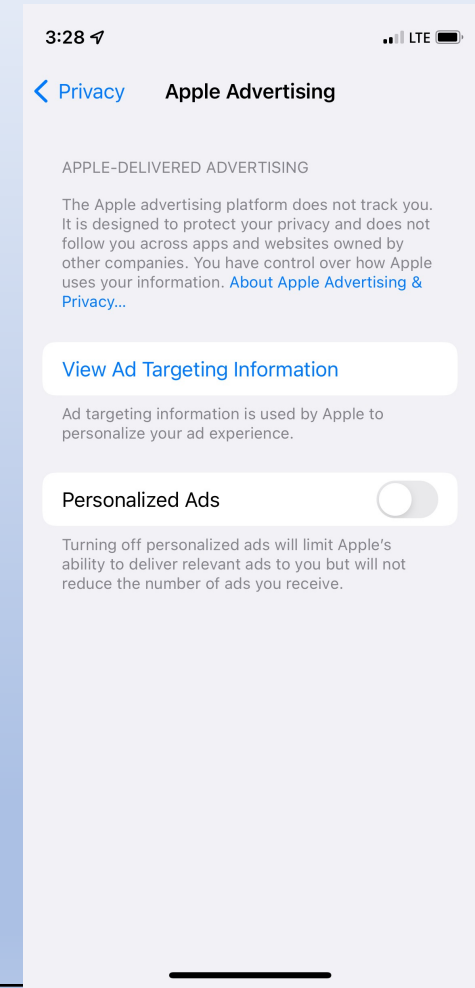
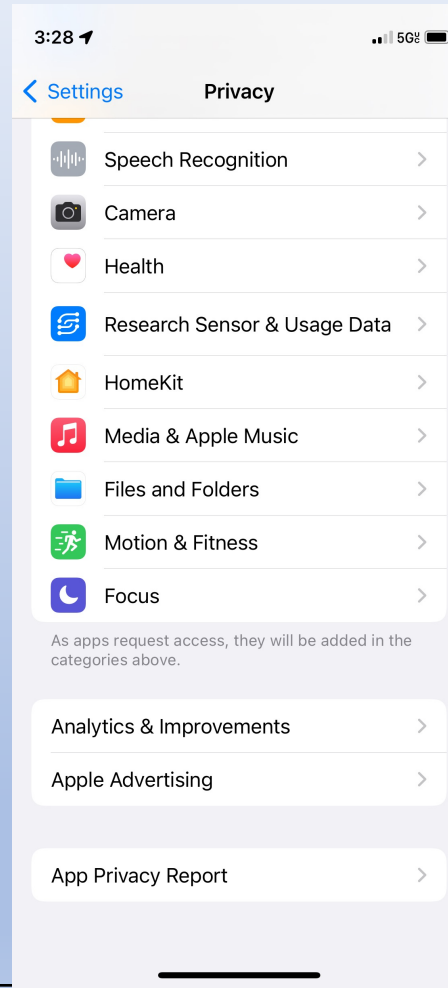
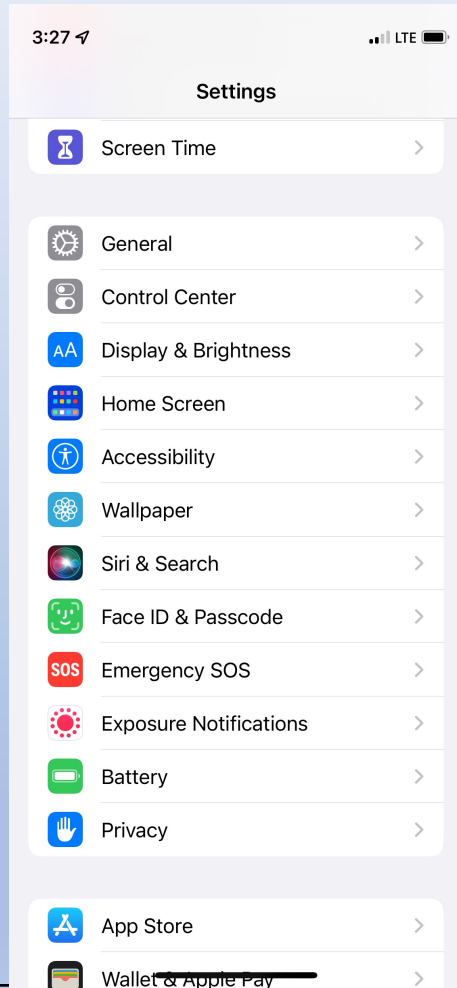
Aware

Mobile Tracker Android OS



Aware

Mobile Tracker iOS



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4



Prevent

No Tracker Graphene OS

- Prioritizes privacy
- Pre-hardened
- Open source
- Customizable
- No AdTech
- Low on app trackers
- ...



Closing