

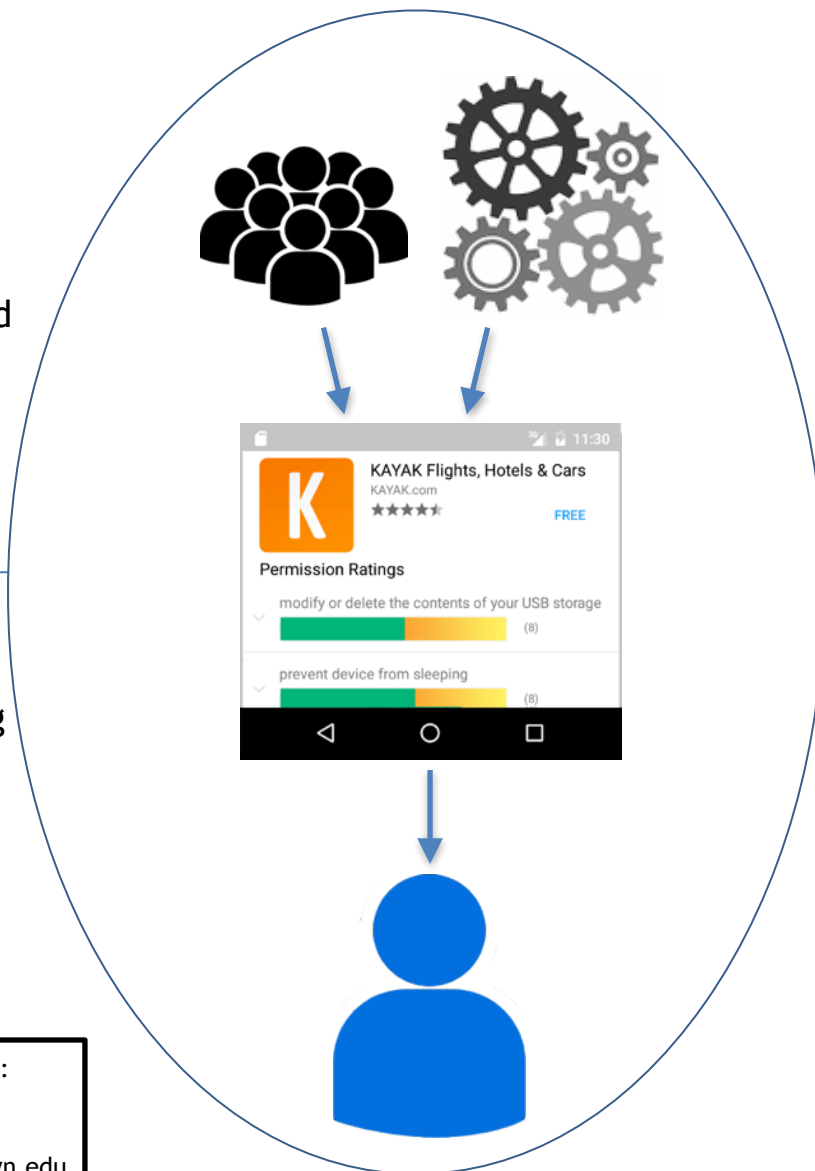
On a (Per)Mission

Challenge

- Users, many of them technical novices, must make complex privacy decisions when using and installing apps
- These users are offered little, if any, assistance or guidance

Solution

- We gather privacy ratings of apps via crowdsourcing and automated tools
- We use these ratings to power a privacy-aware app store and a permission management assistant



Scientific Impact

- The app ratings provide a privacy metric for apps that could be employed in a variety of contexts
- Crowdsourced reviews offer insight into how users understand app privacy and permissions

Broader Impact

- Incorporating ratings into apps makes the ratings easily accessible to all types of users
- Making it easier to find privacy-respecting apps may encourage more private user behavior
- Easy-to-understand ratings educate users about privacy concerns