CAN WE REINVENT THE WEB TO GET PERSONALIZED ONLINE SERVICES WITHOUT SACRIFICING PRIVACY?

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How I imagined the Web when I started publishing on it back in 1996:

How about Global Thermonuclear War?

YOU PREFER A GOOD GAME OF CHESS?

Let’s play Global Thermonuclear War
Jeremy Bentham’s Panopticon (1791)
Why privacy matters

« When we’re in a state where we can be monitored, where we can be watched, our behavior changes dramatically. 
[...] a society in which people can be monitored at all times is a society that breeds conformity and obedience and submission, which is why every tyrant, the most overt to the most subtle, craves that system.»

— Glenn Greenwald

Source: https://www.ted.com/talks/glenn_greenwald_why_privacy_matters/transcript
IS THE SURVEILLANCE WEB THE ONLY OPTION WE HAVE?
Qwant: the European Search engine that respects your privacy

- No third-party cookie
- No search history
- HTTPS
- Hashed/salted IP address
- Own server farm in EU, algorithms & index
- Host of additional services
QWANT GOING BEYOND SEARCH
Upcoming: Qwant Maps
CHALLENGE: OFFERING PERSONALIZED CONTENT WHILE PROTECTING USER PRIVACY
Users expect a personalized experience

Search engine:
- Search History to suggest previous search queries
- Boost some Search results that could be more relevant to the individual

Map application:
- display Points of Interest (POIs) that have been searched for in the past.

Qwant cannot offer such personalization as it does not collect user data
Traditional approach: centralizing data on the server
Qwant’s approach: decentralized data
**Qwant Masq: client-side personalization**

- Masq stores personal data on the person’s device (smartphone or PC)

- Personalization happens on the client

- No data goes to Qwant servers

- Open source so offer transparency and auditability

- Qwant Maps et Qwant Search will be the first services to benefit from Masq
THANK YOU!

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Self-censorship when under mass surveillance

Traffic of terror-related pages on US Wikipedia (djihad,
Source: Chilling Effects: Online Surveillance and Wikipedia Use
Self-censorship when under mass surveillance


Source: Chilling Effects: Online Surveillance and Wikipedia Use

Snowden revealing that the NSA is spying on Americans