

# FBPrivacyHelper: A Browser Extension That Simplifies Facebook Ad Privacy Settings

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#### **Motivation**

Facebook's interface for ad settings:

- is complex and lacks transparency
- does not provide full autonomy over how data is handled
- poses privacy and data misuse risks

#### Our FBPrivacyHelper tool:

- · offers personalized setting recommendations
- simplifies Facebook ad preference management
- enhances the transparency of ad practices.

### **Pilot Tests**

This extension was created as a part of a study that compared user's expectations versus their actual privacy settings. We have developed it for public release as FBPrivacyHelper.

In six pilot tests, we assessed FBPrivacyHelper's usage for ad setting decisions. Results reveal that participants:

- Were Dissatisfied with their current ad settings and preferred more conservative options
- Were Open to recommendation-based setting changes
- Found FBPrivacyHelper's setting explanations helpful for decision-making.

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## **System Infrastructure**



Preference Elicitation

For better understanding

of user ad preferences,

FBPrivacyHelper uses a

brief, intuitive survey on

Facebook ad practices.









## Generated Recommendations

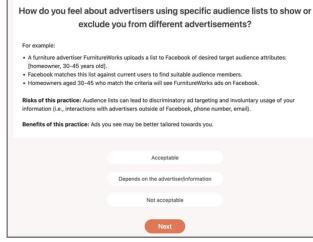
The results interface enables ad setting review and modification, with descriptive guides for decisions. It also suggests changes based on the user's survey responses.



#### **Settings Modification**

Upon request, FBPrivacyHelper alters Facebook settings, providing a change summary and relevant review links afterwards.

## **Browser Extension Design**



Questionnaire: Provides intuitive examples of ad practices and risks/benefits of the practices



Changing Ad Settings

Hello! Her	re are your Face	ebook ad settings.	
modify your setting	ngs under each tab. Onc	e you're done, click the Review	
Audience-based Advertising	(265)		,
	,		ove all
☐ Select All			
☐ Amazon.com	☐ Bloomingdale's	□ Wix	
☐ Kewlioo	☐ Shipt	☐ Coop Sleep Goods	
☐ Beyond Yoga	☐ Gopuff	☐ Uber	
Connect At Publicis Media	☐ HelloFresh	BIOSSANCE	
	We've made setting modify your settin Char Char Audience-based Advertising Advertisers can use lists to shor You indicated earlier that you frof the advertisers on this list Select All Amazon.com Kewlioo	We've made setting recommendations base modify your settings under each tab. Onc. Changes button below to rev  Audience-based Advertising (265)  Advertisers can use lists to show you or exclude you from se You indicated earlier that you find this practice unacceptate of the advertisers on this list  Select All  Amazon.com  Bloomingdale's  Kewiloo  Shipt  Beyond Yoga  Gopuff	Advertisers can use lists to show you or exclude you from seeing ads  You indicated earlier that you find this practice unacceptable, so we recommend that you rem of the advertisers on this list  Select All  Amazon.com Bloomingdale's Wix  Kewiloo Shipt Coop Sleep Goods Beyond Yoga Gopuff Uber

Results Interface: Users can view/modify their settings while recommendations and setting explanations are provided

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