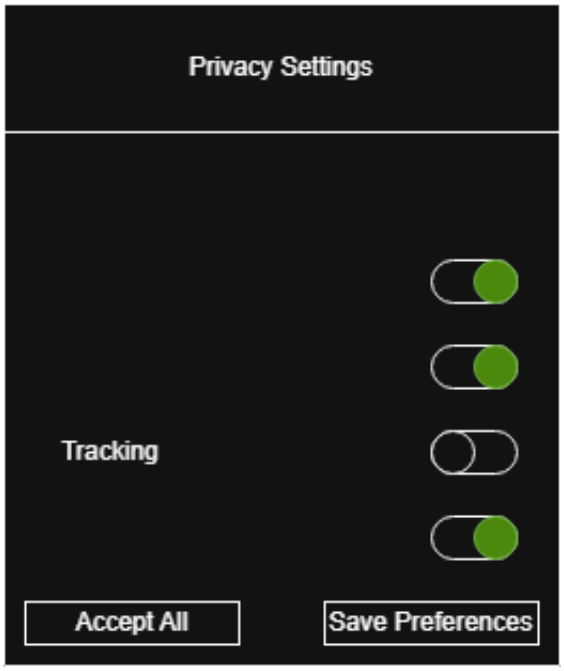
Large-Scale Measurement of Tracking Behavior Across Cookie Consent Decisions



To ensure compliance with privacy regulations such as GDPR and CCPA, websites may show consent banners to request user consent for data collection, such as cookies or trackers. Many of these consent banners are implemented using Consent Managment Platforms (CMP). However, integrating these CMPs into complex web apps can be a challenge, causing tracker scripts to be loaded before a user has a change to interact with the consent banner.

The goal of this thesis project is to measure how many websites load scripts from known tracker domains before a user can interact with the consent banners and evaluate if the CMP used influences the likelihood of this occurring. After a literature study, the student will develop/modify a web-crawler to interact with consent windows and collect the required data from visited websites. They will then process this data to find how many tracker domains are loaded before consent, and evaluate if the CMP influences this number.

Practicalities

Promotor:	Bart Preneel		
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Nature of the work:	20% literature, 30% theoretical work, 50% software		
Number of students:	1		

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