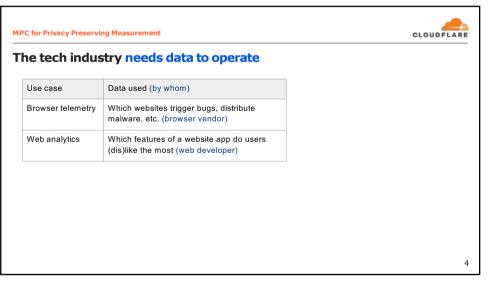


MPC for Privacy Pres	erving Measurement	CLOUDFLARE
The tech ind	lustry needs data to operate	
Use case	Data used (by whom)	
		2

for Privacy Preservi	ng Measurement	CLOUD
e tech indus	try needs data to operate	
Jse case	Data used (by whom)	
Browser telemetry	Which websites trigger bugs, distribute malware, etc. (browser vendor)	



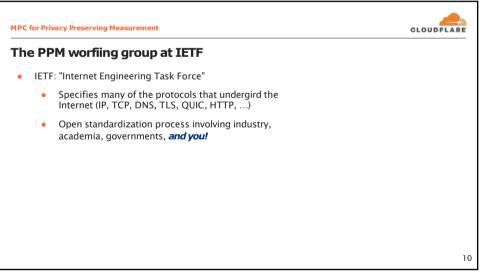
	ata used (by whom)	
Browser telemetry W		
•	/hich websites trigger bugs, distribute alware, etc. (browser vendor)	
•	/hich features of a website app do users lis)like the most (web developer)	
•	hich servers are are seeing connectivity sues (network operator)	

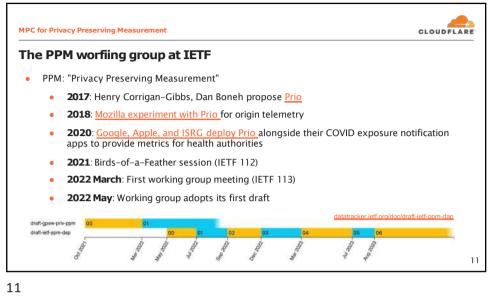
e tech indus	stry needs data to operate	
Use case	Data used (by whom)	
Browser telemetry	Which websites trigger bugs, distribute malware, etc. (browser vendor)	
Web analytics	Which features of a website app do users (dis)like the most (web developer)	
Connectivity	Which servers are are seeing connectivity issues (network operator)	
Ad tech	Which ad campaigns are driving revenue (advertiser)	

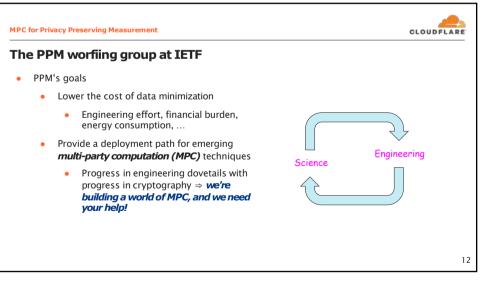
C for Privacy Preservi	ng Measurement	CLOUDFLA
ne tech indus	stry needs data to operate	
Use case	Data used (by whom)	
Browser telemetry	Which websites trigger bugs, distribute malware, etc. (browser vendor)	
Web analytics	Which features of a website app do users (dis)like the most (web developer)	
Connectivity	Which servers are are seeing connectivity issues (network operator)	
Ad tech	Which ad campaigns are driving revenue (advertiser)	
AI	"Who" are my users (just about everyone these days)	

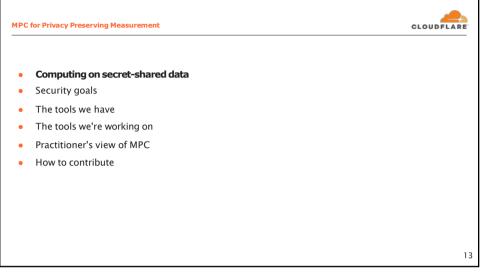
he tech industry collects more data than it needs				
Jse case	Data used (by whom)	Data collected		
Browser telemetry	Which websites trigger bugs, distribute malware, etc. (browser vendor)	Which web pages are users visiting (and what happens when they do)		
Web analytics	Which features of a website app do users (dis)like the most (web developer)	What users are doing on your website		
Connectivity	Which servers are are seeing connectivity issues (network operator)	Which servers are users connecting to (when a connection failure happens)		
Ad tech	Which ad campaigns are driving revenue (advertiser)	Cross-site activity (saw an ad on one site and made a purchase on another)		
AI	"Who" are my users (just about everyone these days)	Features (and labels) for (supervised) learning		

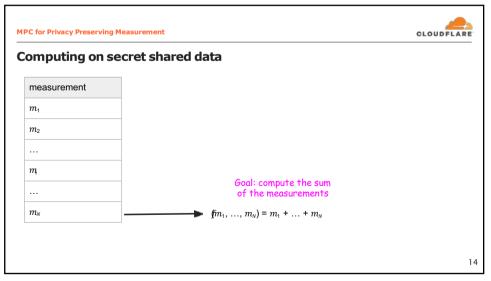
MPC for Privacy Preserving Measurement		CLOUDFLARE
Data minimization		
Collect what you use and nothing n	nore.	
measurements	m_1,\ldots,m_N	"Which users visited example.com on Thursday"
aggregate	$f(m_1,\ldots,m_N)$	"How many users visited example.com on Thursday"
		9

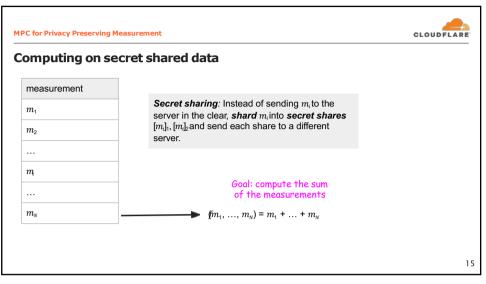


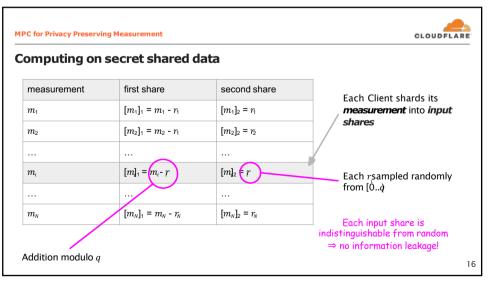






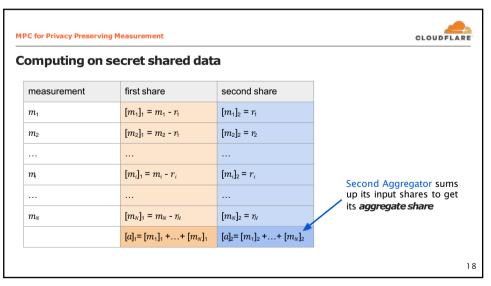




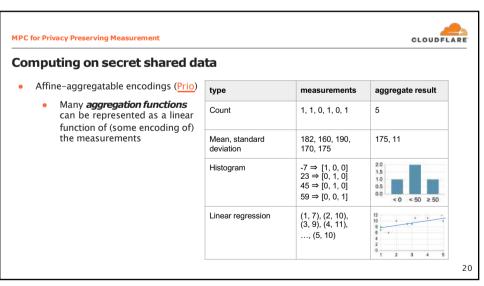




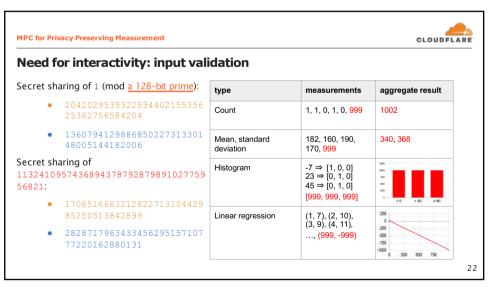
omputing on	secret shared dat	а	
measurement	first share	second share	
<i>m</i> ₁	$[m_1]_1 = m_1 - r_1$	$[m_1]_2 = r_1$	_
<i>m</i> ₂	$[m_2]_1 = m_2 - r_1$	$[m_2]_2 = r_2$	
			First Aggregator sums up its input shares to get its
m _i	$[m_i]_1 = m_i - r_i$	$[m_i]_2 = r_i$	aggregate share
m_{N}	$[m_N]_1 = m_N - r_N$	$[m_{\nu}]_2 = r_{\rm N}$	
	$[a]_1 = [m_1]_1 + \ldots + [m_N]_1$		-



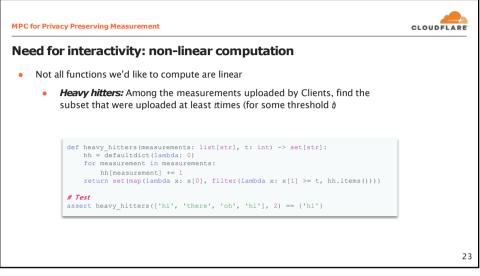
omputing on	secret shared dat	а		
measurement	first share	second share		
<i>m</i> ₁	$[m_1]_1 = m_1 - r_1$	$[m_1]_2 = r_1$		
<i>m</i> ₂	$[m_2]_1 = m_2 - r_1$	$[m_2]_2 = r_2$		
mį	$[m_i]_1 = m_i - r_i$	$[m_i]_2 = r_i$		
			Collector sums up	
m_{N}	$[m_N]_1 = m_N - r_N$	$[m_{\scriptscriptstyle N}]_2 = r_{\scriptscriptstyle N}$	aggregate shares to get aggregate result	
	$[a]_1 = [m_1]_1 + \ldots + [m_N]_1$	$[a]_2 = [m_1]_2 + \ldots + [m_N]_2$	$[d_1 + [d_2 = (m_1,, m_N)]$	

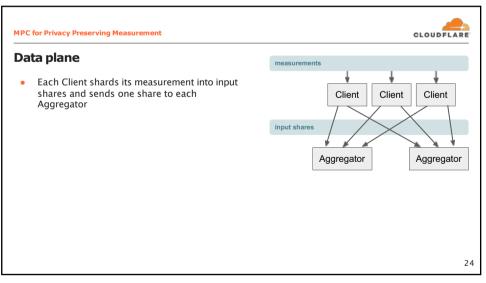


Computing on secret shared data					
Affine-aggregatable encodings (<u>Prio</u>)	type	measurements	aggregate result		
 Many aggregation functions can be represented as a linear function of (some encoding of) 	Count	1, 1, 0, 1, 0, 1	5		
the measurements	Mean, standard deviation	182, 160, 190, 170, 175	175, 11		
	Histogram	$\begin{array}{c} -7 \Rightarrow [1, 0, 0] \\ 23 \Rightarrow [0, 1, 0] \\ 45 \Rightarrow [0, 1, 0] \\ 59 \Rightarrow [0, 0, 1] \end{array}$	2.0 1.5 1.0 0.5 0.0 < 0 < 50 ≥ 50		
This simple approach is not sufficient: need interaction.	Linear regression	(1, 7), (2, 10), (3, 9), (4, 11), , (5, 10)	12 10 8 6 4		

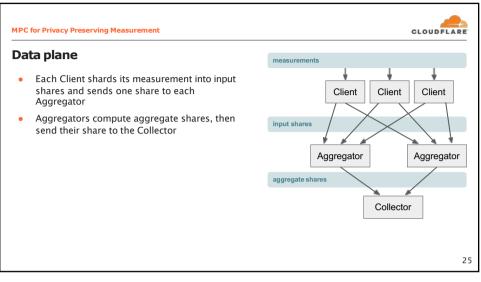


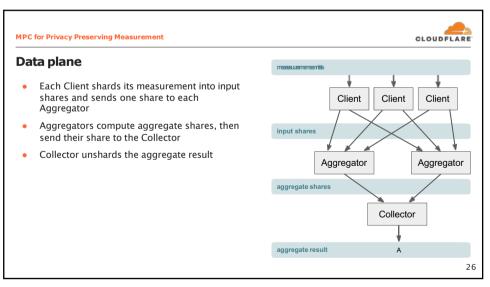




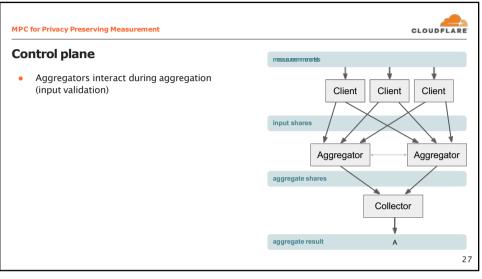


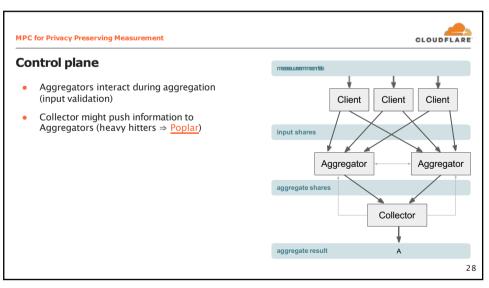




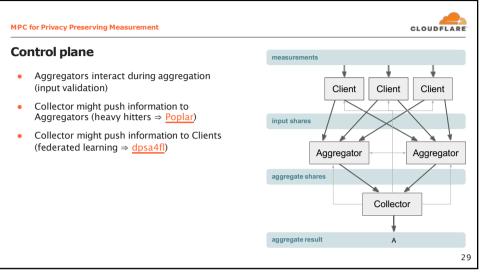


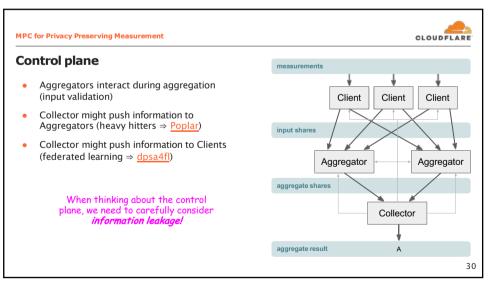


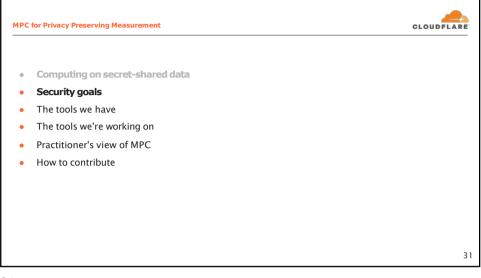




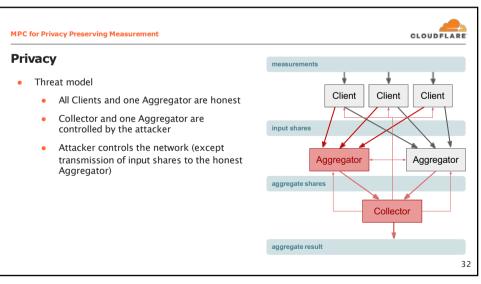






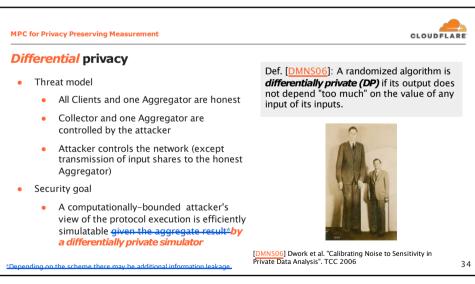


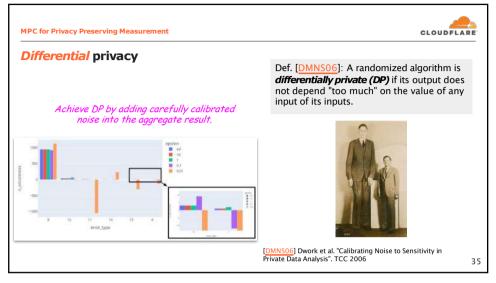


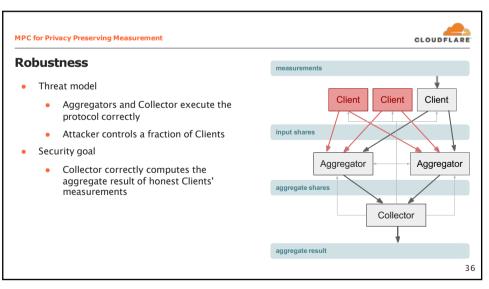




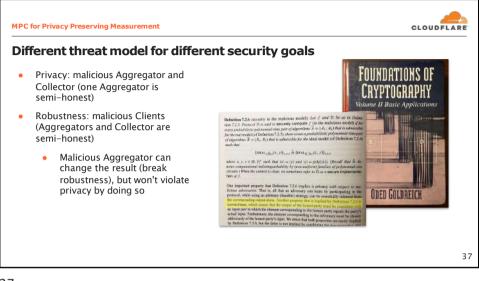
MPC for	Privacy Preserving Measurement	CLOUDF	LARE
Priva	асу		
• т	Threat model		
	• All Clients and one Aggregator are honest	Def.: For every efficient attacker <i>A</i> there is	
	 Collector and one Aggregator are controlled by the attacker 	an efficient <i>simulator</i> Such that View _A ($m_1,, m_N$) and $\mathfrak{C}(m_1,, m_N)$) are computationally indistinguishable.	
	 Attacker controls the network (except transmission of input shares to the honest Aggregator) 		
• S	ecurity goal		
	 A computationally-bounded attacker's view of the protocol execution is efficiently simulatable given the aggregate result* 		
Dependin	ig on the scheme there may be additional information leakage.		3



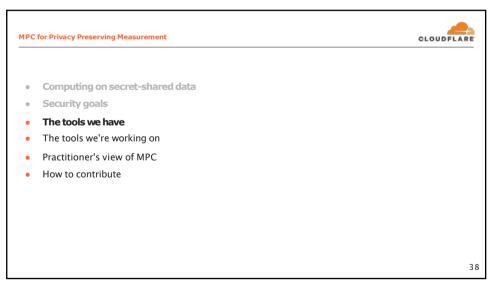


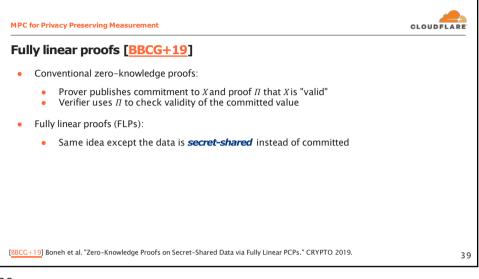




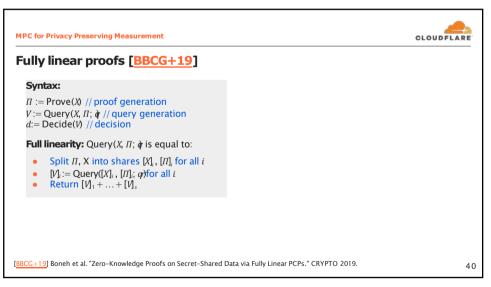




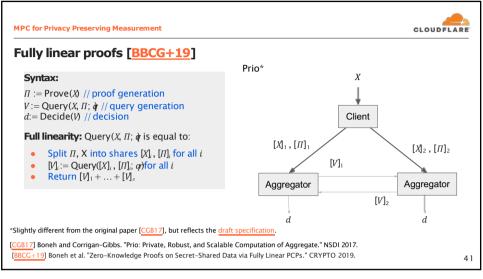


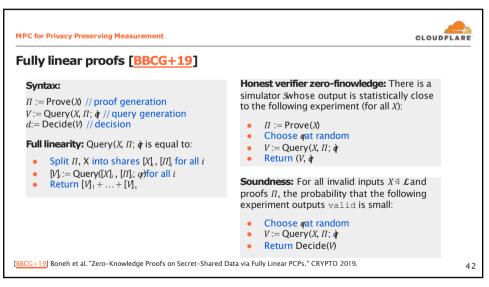


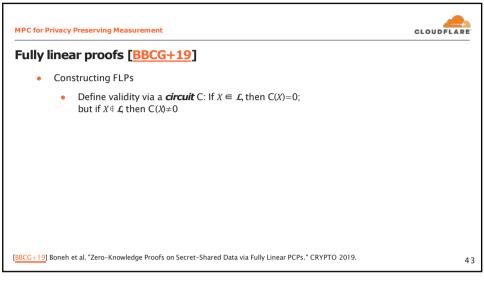


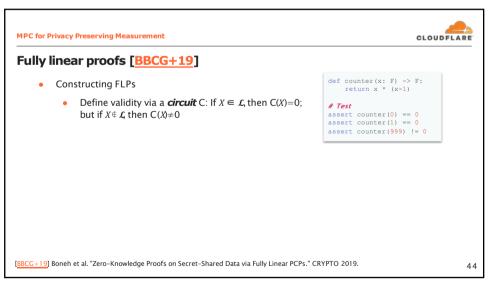


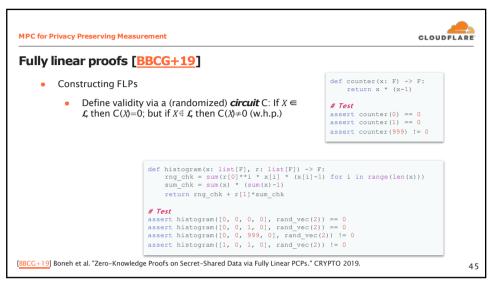


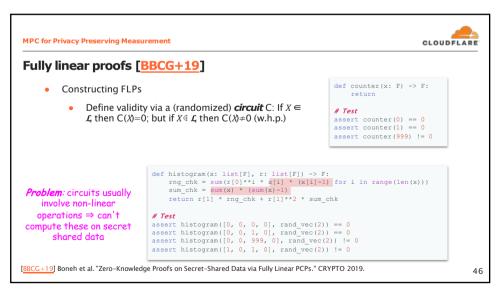


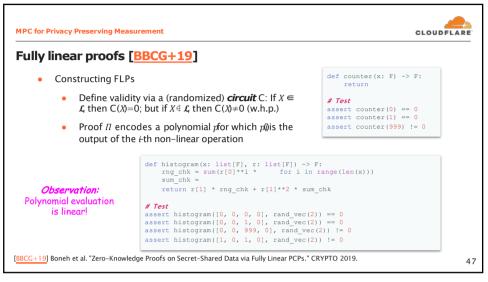


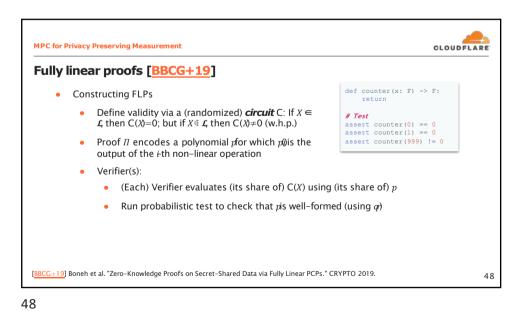


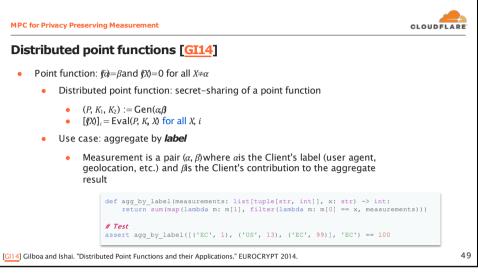




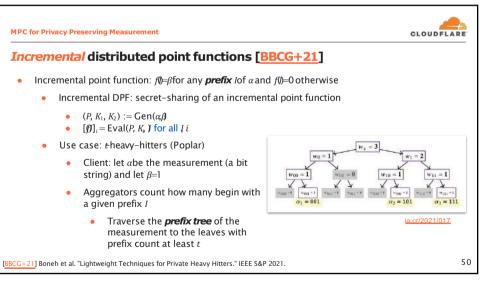




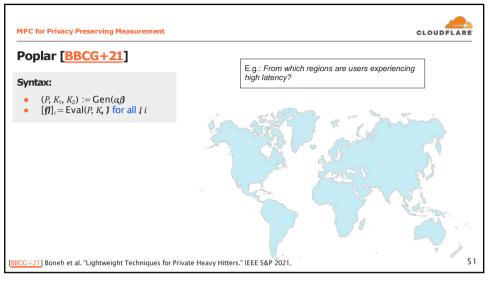


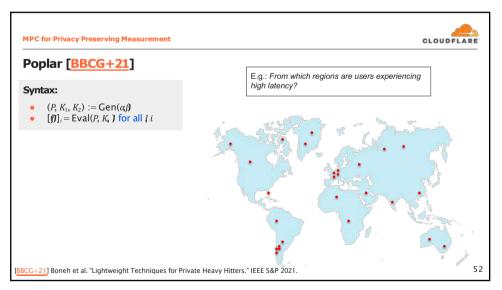




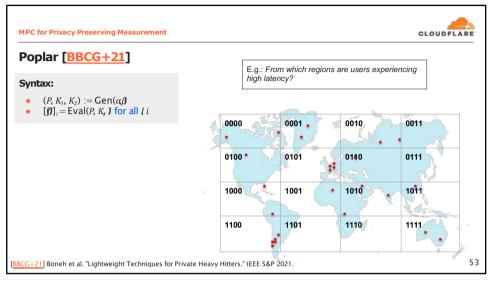


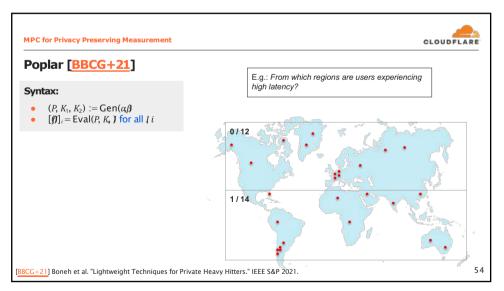


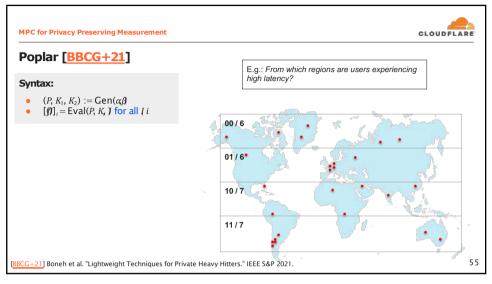


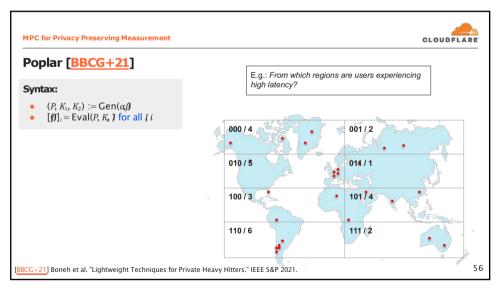




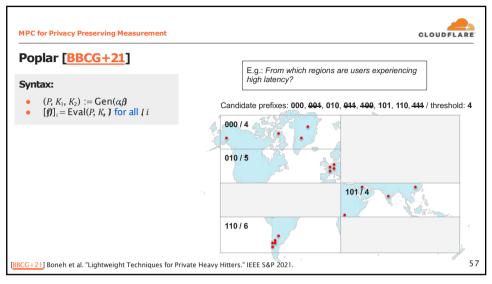


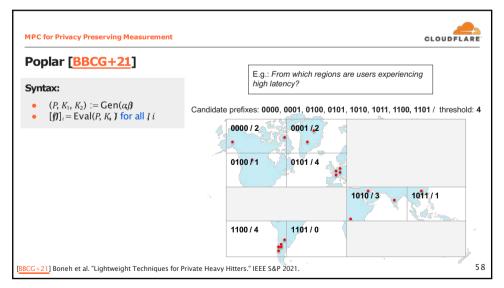


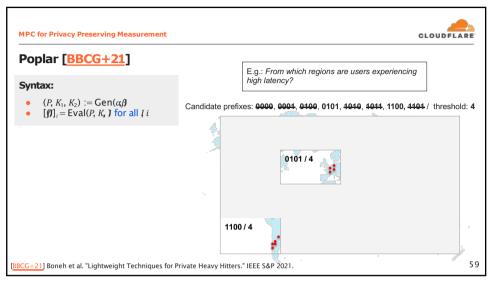


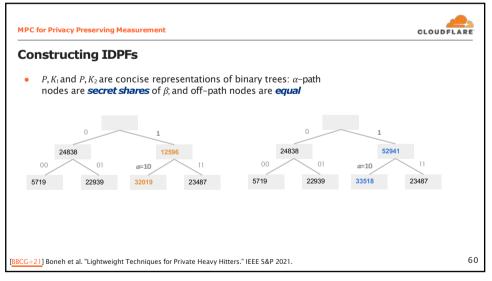


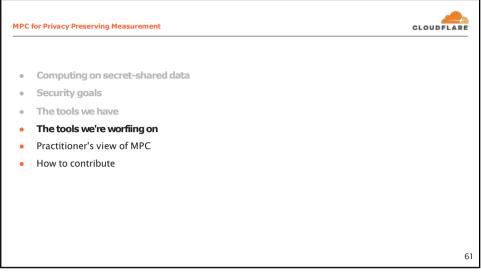


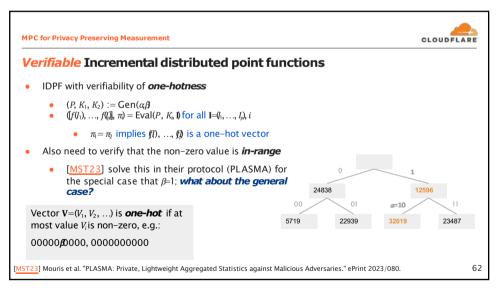




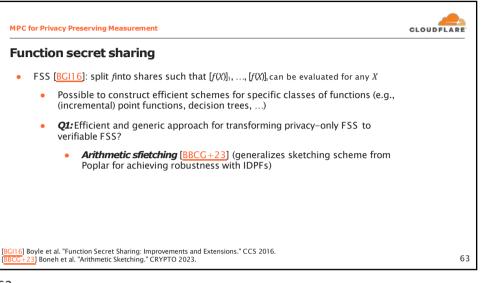




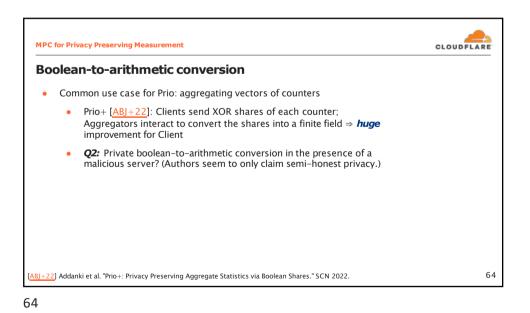












orting				
orting	match key	time	source	trigger
Sort rows of a secret-shared database by a key	89b0	12:45	c54c	0000
 Use case: <i>last-touch attribution</i> (<u>IPA</u>) 	2d14	13:10	c54c	0000
• For each purchase, find the most	89b0	14:44	3d32	0000
recent ad impression that can be linked to it ⇒ figure out which ad	89b0	13:37	0000	153e
impressions are most effective				
 3-party, honest majority protocol of [CHI+19] is being evaluated. 	match key	time	source	trigger
	89b0	14:44	3d32	0000
 Q3: Is a 2-party protocol possible (with our requirements)? 	8960	13:37	0000	153e
	8960	12:45	c54c	0000
	2d14	13:10	c54c	0000

