

Where in the World Are My Trackers?

Mapping Web Tracking Flow Across Diverse Geographic Regions

Sachin Kumar Singh, *Robert Ricci*, and Alexander Gamero-Garrido

IMC 2025





On the job market this year: Sachin Kumar Singh

Web Trackers Are Everywhere

Web Trackers Are Everywhere

[IMC 2025](#) [Home](#) [Calls](#) [Colocated Events](#) [Committees](#) [Local Info](#) [Program](#) [Accepted Papers](#) [Sponsorship](#)



ACM Internet Measurement Conference 2025

Madison, Wisconsin, USA
October 28-31, 2025

The 2025 Internet Measurement Conference (IMC) is a three-and-a-half day event focusing on Internet measurement and analysis. The conference is sponsored by ACM SIGCOMM. IMC 2025 is the 25th in a [series](#) of highly successful Internet Measurement Workshops and Conferences.

The ACM IMC 2025 conference will be held from October 28-31, 2025 in Madison, WI, USA.

Announcements

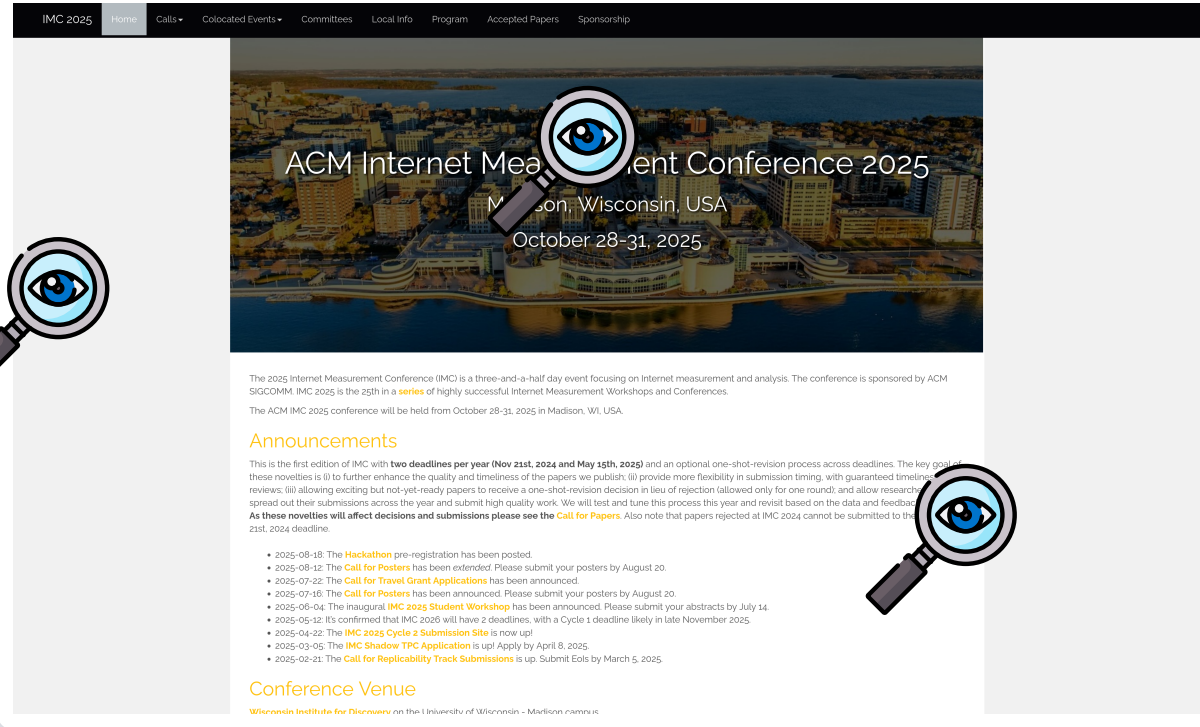
This is the first edition of IMC with **two deadlines per year (Nov 21st, 2024 and May 15th, 2025)** and an optional one-shot-revision process across deadlines. The key goal of these novelties is (i) to further enhance the quality and timeliness of the papers we publish; (ii) provide more flexibility in submission timing, with guaranteed timeliness of reviews; (iii) allowing exciting but not-yet-ready papers to receive a one-shot-revision decision in lieu of rejection (allowed only for one round); and allow researchers to spread out their submissions across the year and submit high quality work. We will test and tune this process this year and revisit based on the data and feedback collected. **As these novelties will affect decisions and submissions please see the [Call for Papers](#).** Also note that papers rejected at IMC 2024 cannot be submitted to the November 21st, 2024 deadline.

- 2025-08-18: The [Hackathon](#) pre-registration has been posted.
- 2025-08-12: The [Call for Posters](#) has been [extended](#). Please submit your posters by August 20.
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- 2025-03-05: The [IMC Shadow TPC Application](#) is up! Apply by April 8, 2025.
- 2025-02-21: The [Call for Replicability Track Submissions](#) is up. Submit EoLS by March 5, 2025.

Conference Venue

[Wisconsin Institute for Discovery](#) on the University of Wisconsin - Madison campus

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IMC 2025 Home Calls Colocated Events Committees Local Info Program Accepted Papers Sponsorship

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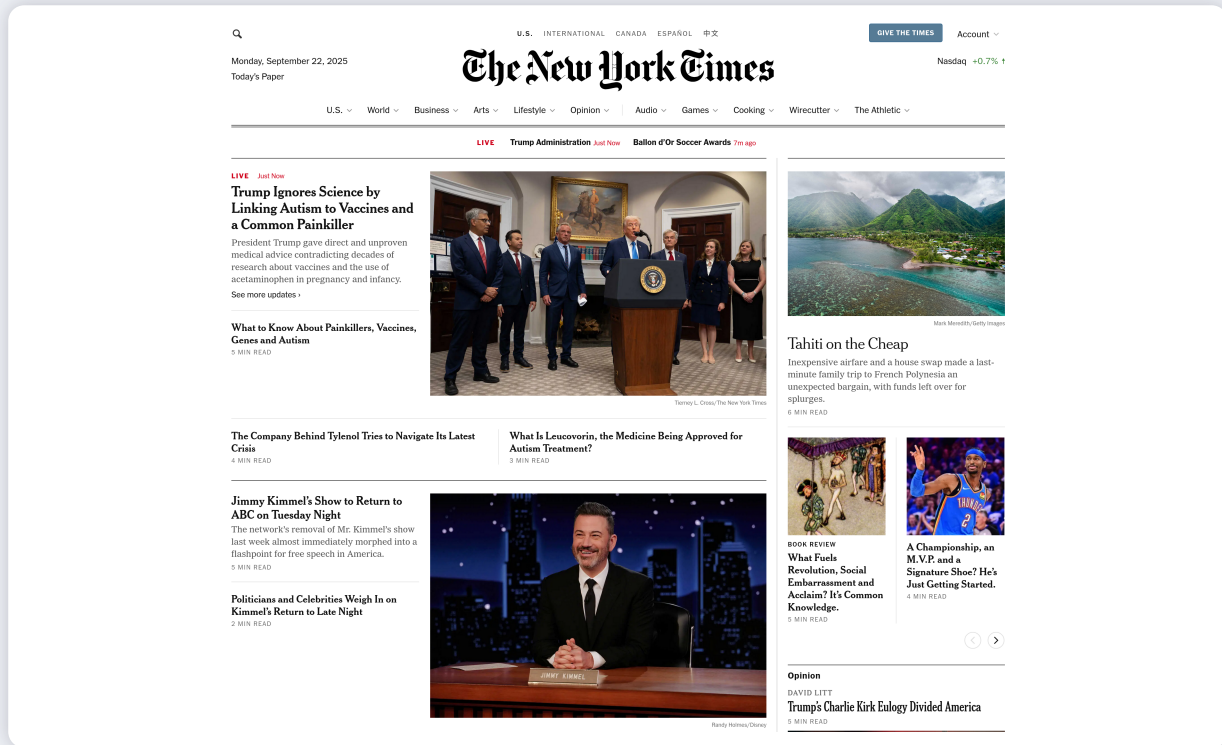
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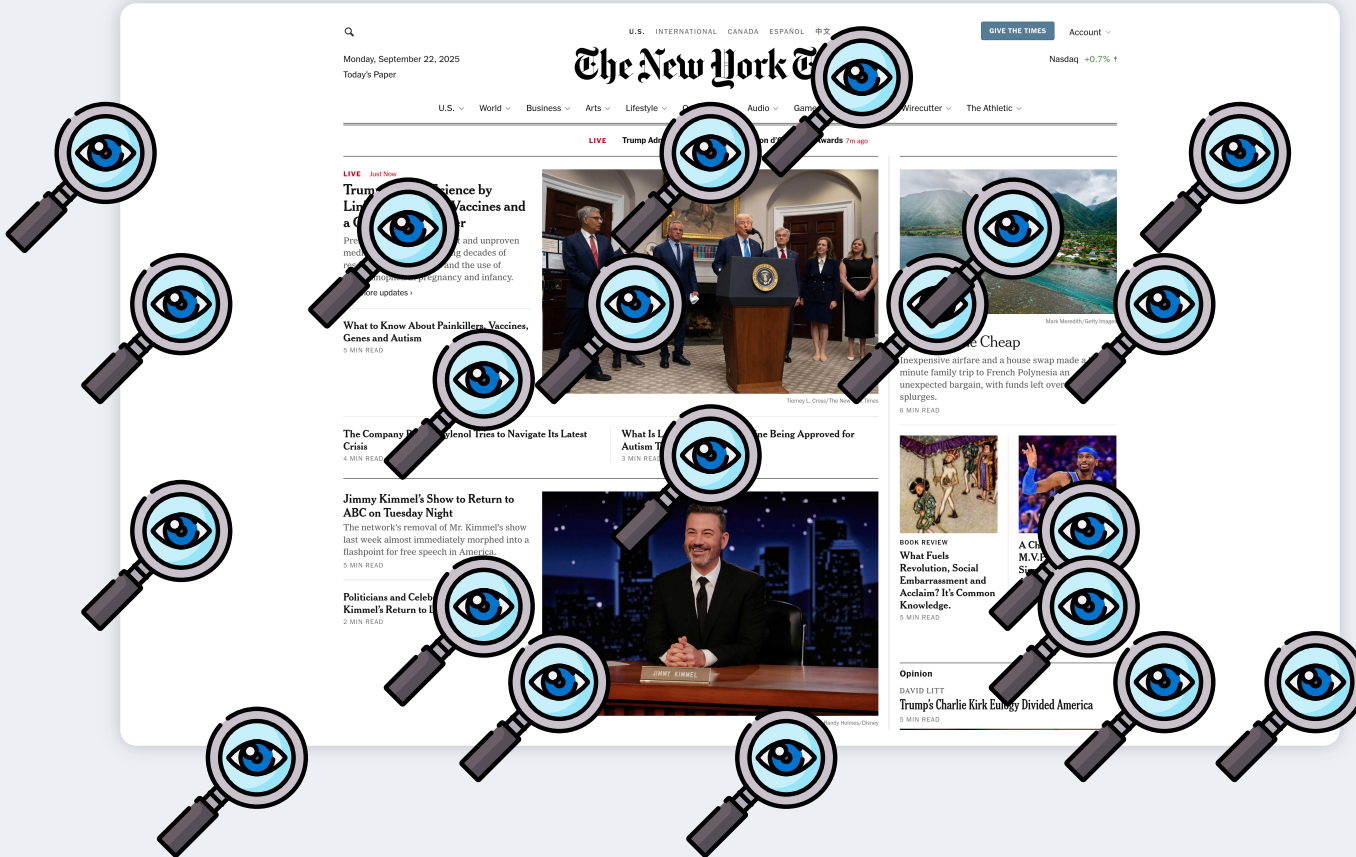
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Web Trackers Are Everywhere



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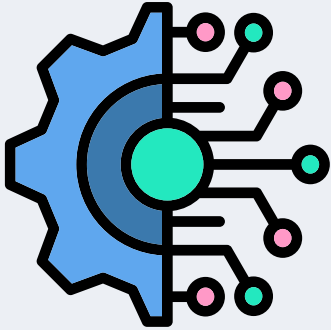


But Where, Actually, Are They?



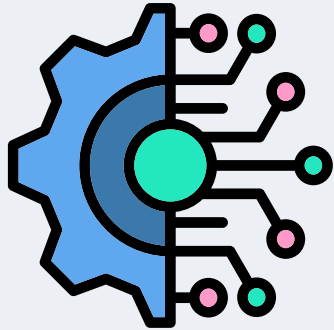
... And Why Do We Care?

... And Why Do We Care?



Understanding of
Global Infrastructure

... And Why Do We Care?

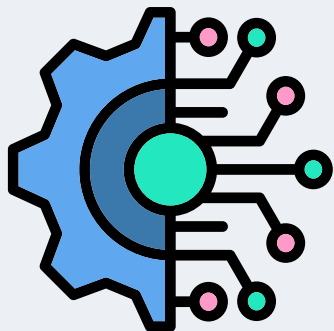


Understanding of
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Privacy
Implications

... And Why Do We Care?



Understanding of
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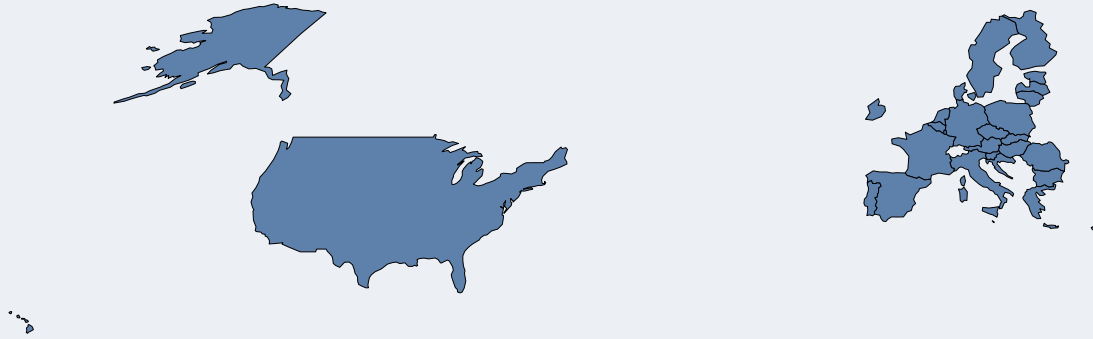
Privacy
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Legal
Implications

What Perspectives Have Other Studies Considered?

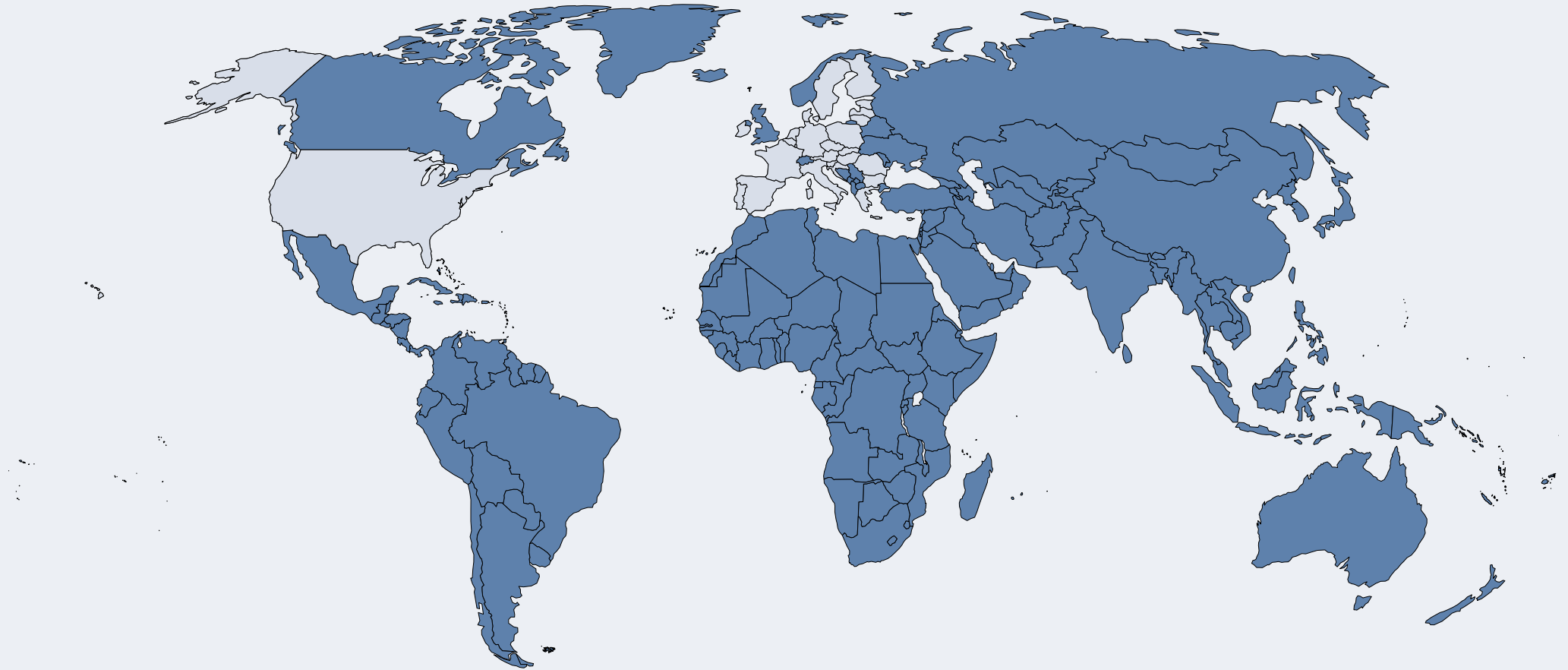
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What Perspectives Have Other Studies Considered?



How We Studied: The Websites

For each country, 50 of each

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For each country, 50 of each



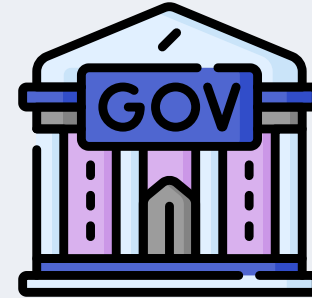
Most popular regional websites

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For each country, 50 of each



Most popular regional websites



Government websites

How We Studied: Data Collection



Volunteer's Machine

How We Studied: Data Collection



Volunteer's Machine

Gamma
Software Suite

How We Studied: Data Collection

 Volunteer's Machine

Gamma
Software Suite



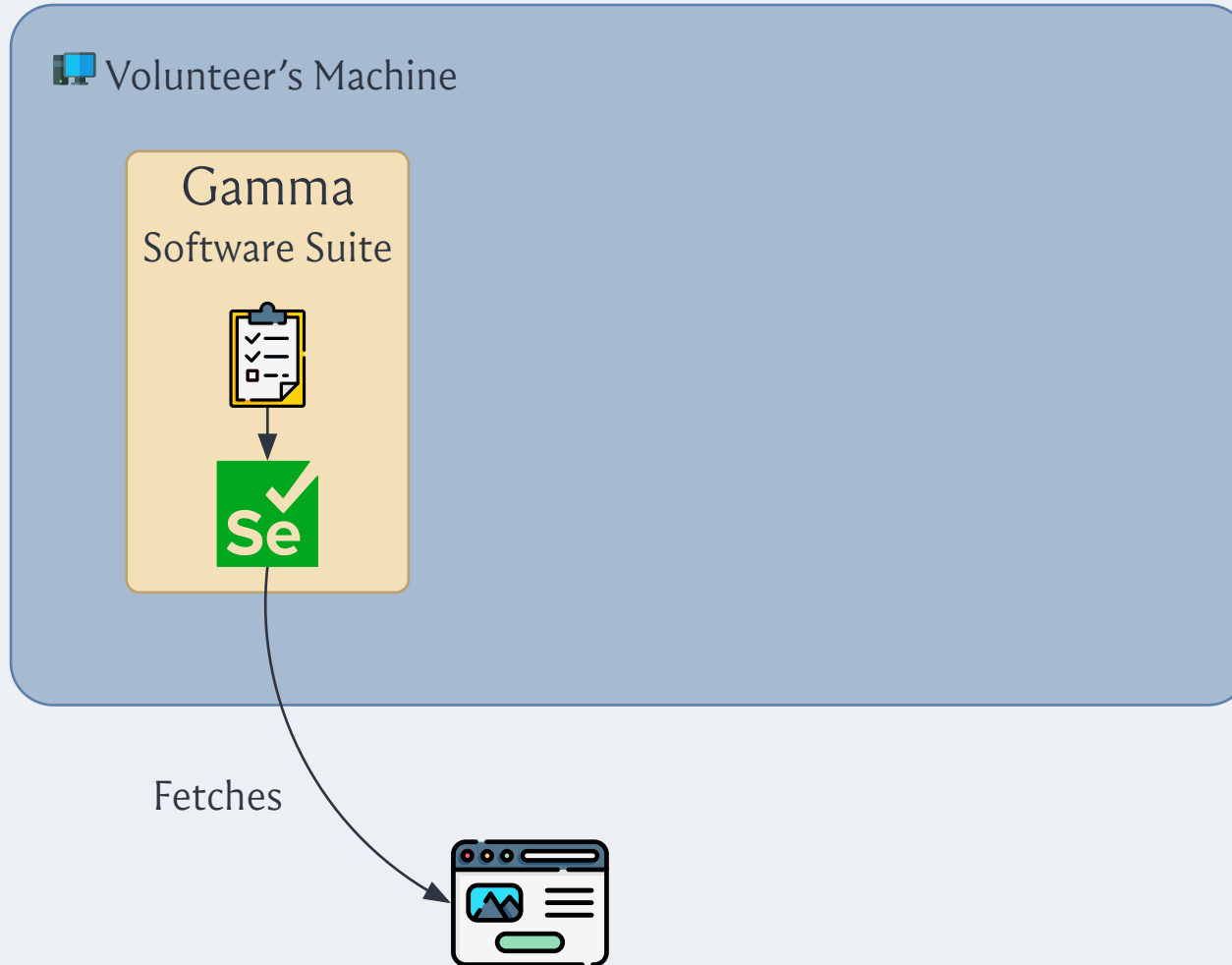
How We Studied: Data Collection

 Volunteer's Machine

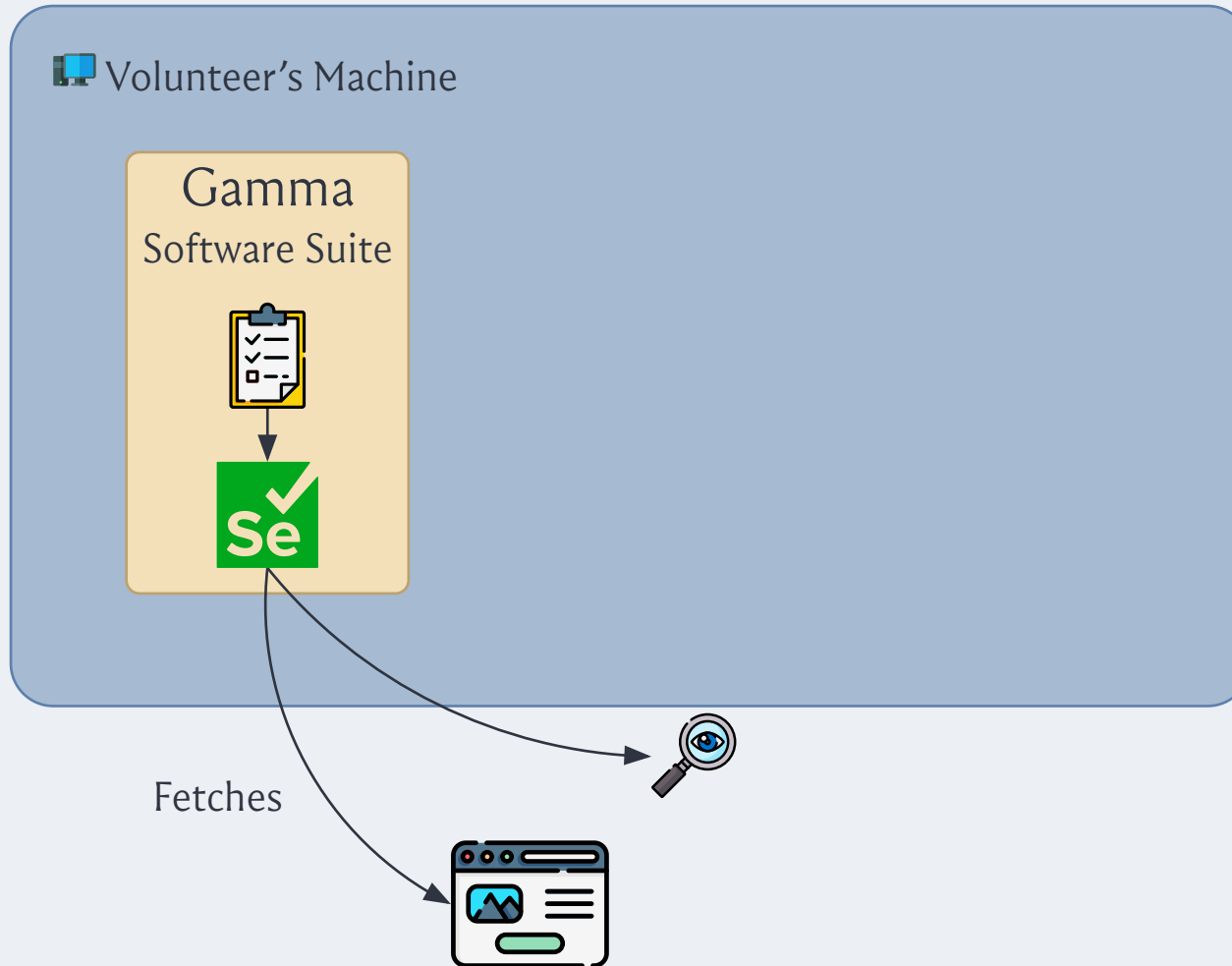
Gamma
Software Suite



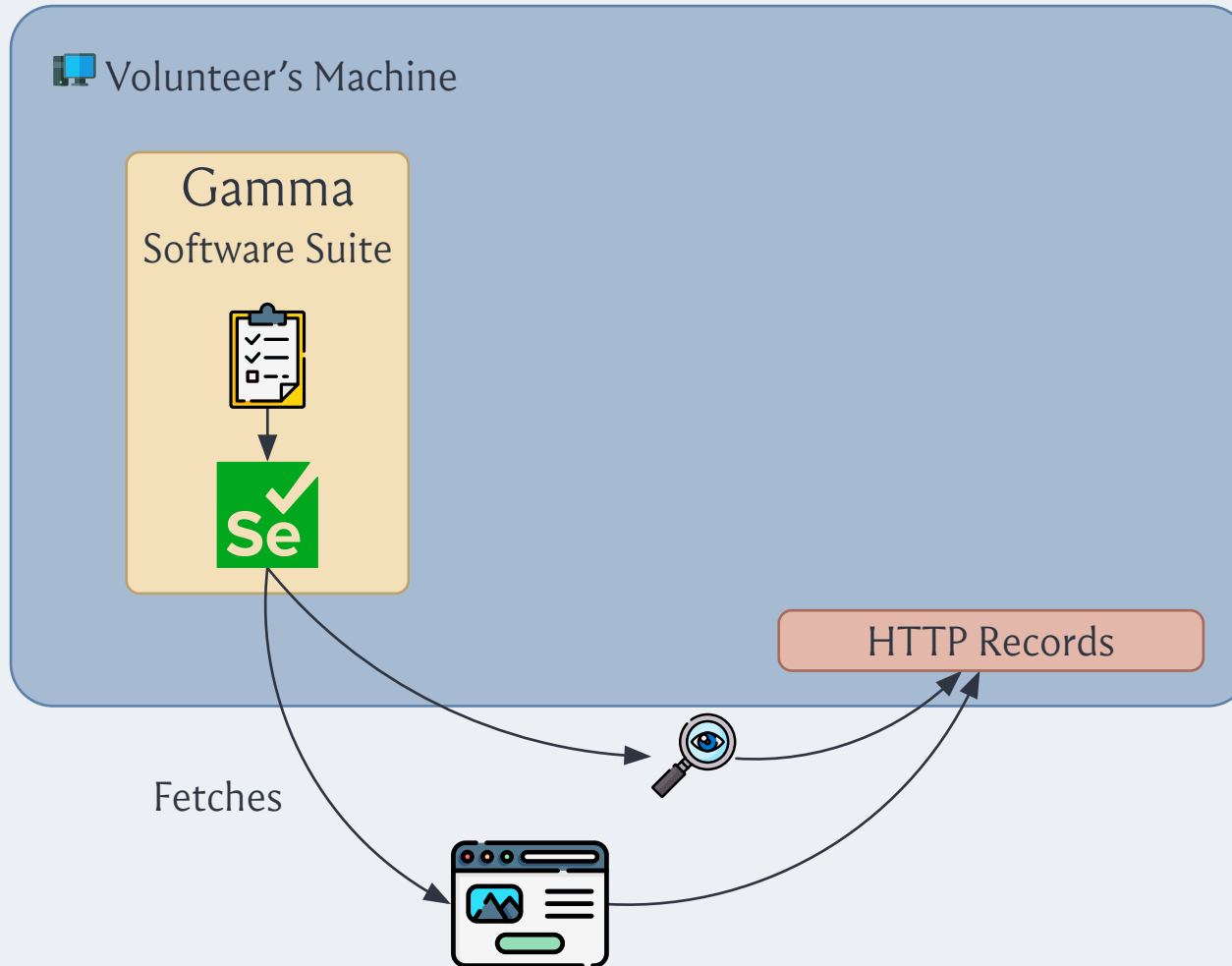
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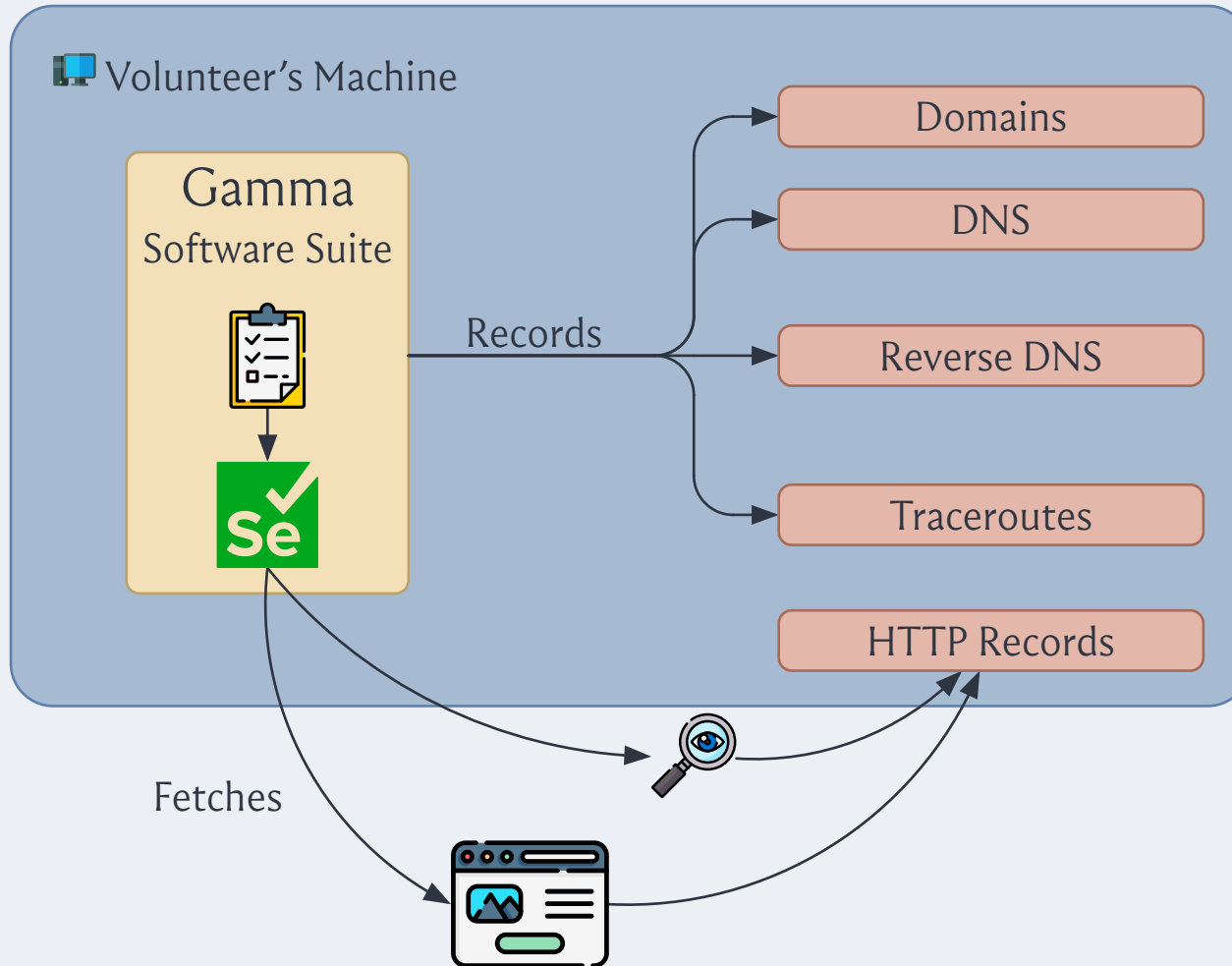
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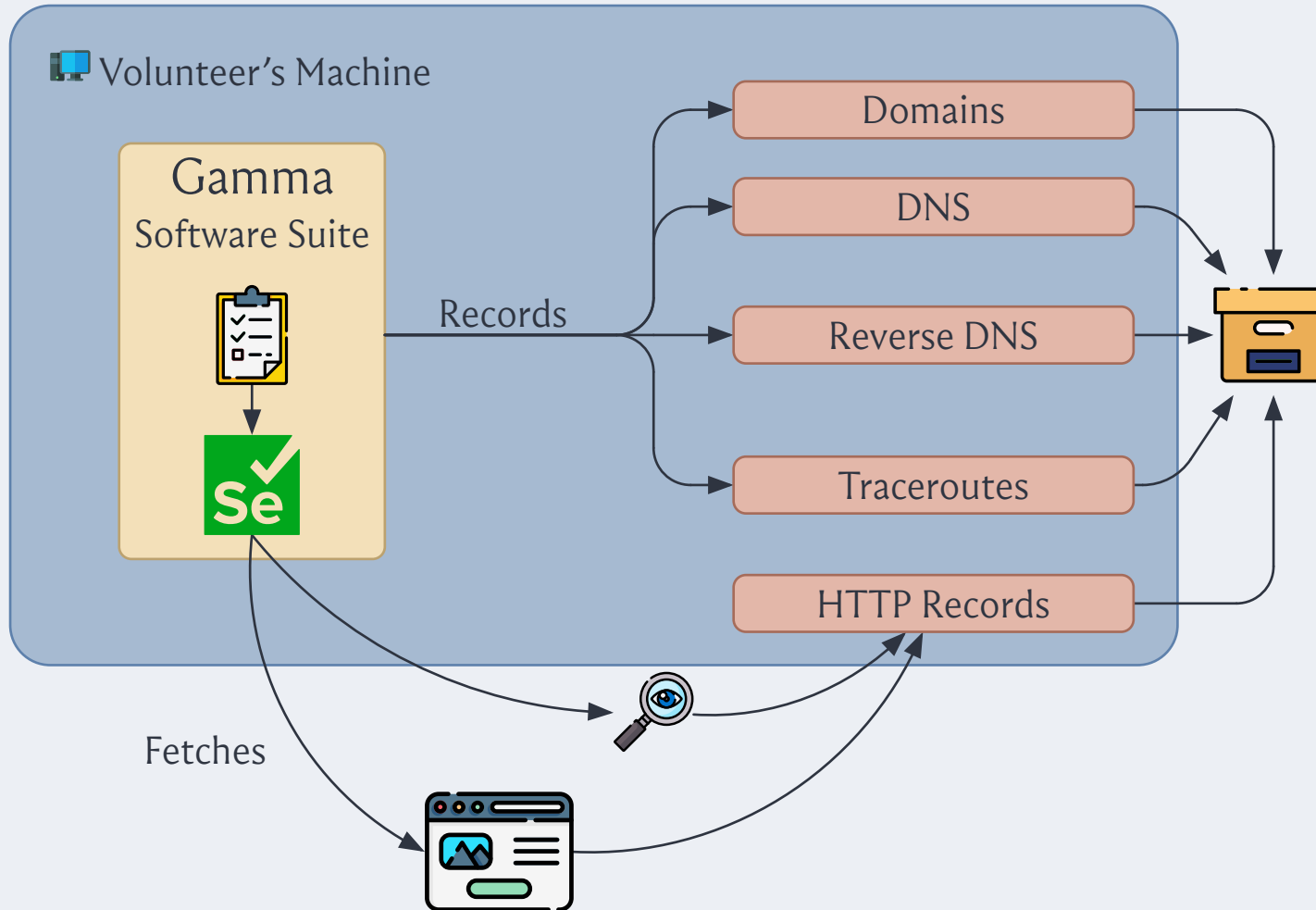
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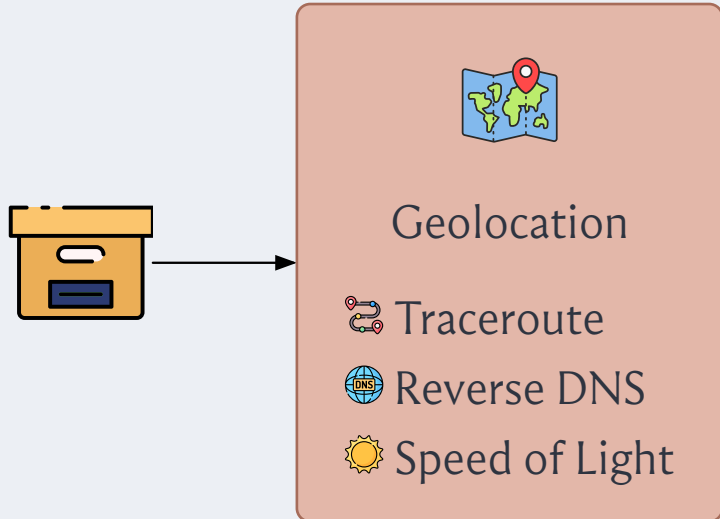
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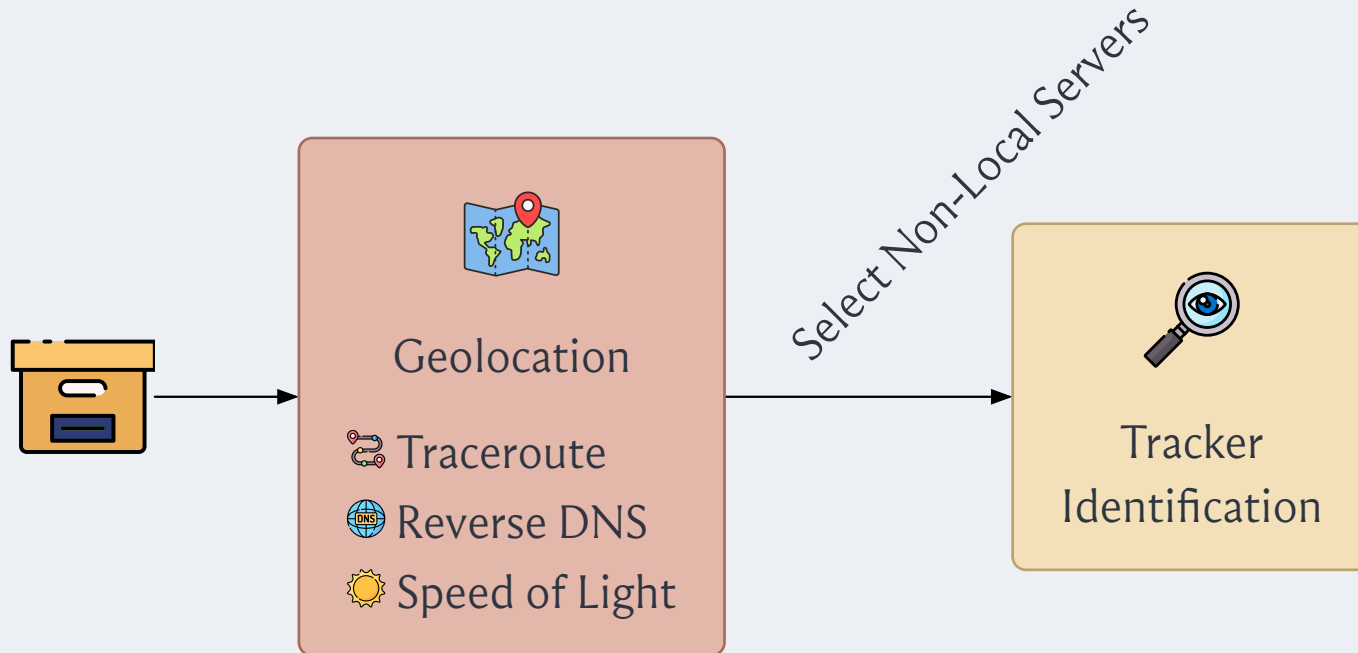
How We Studied: Data Filtering



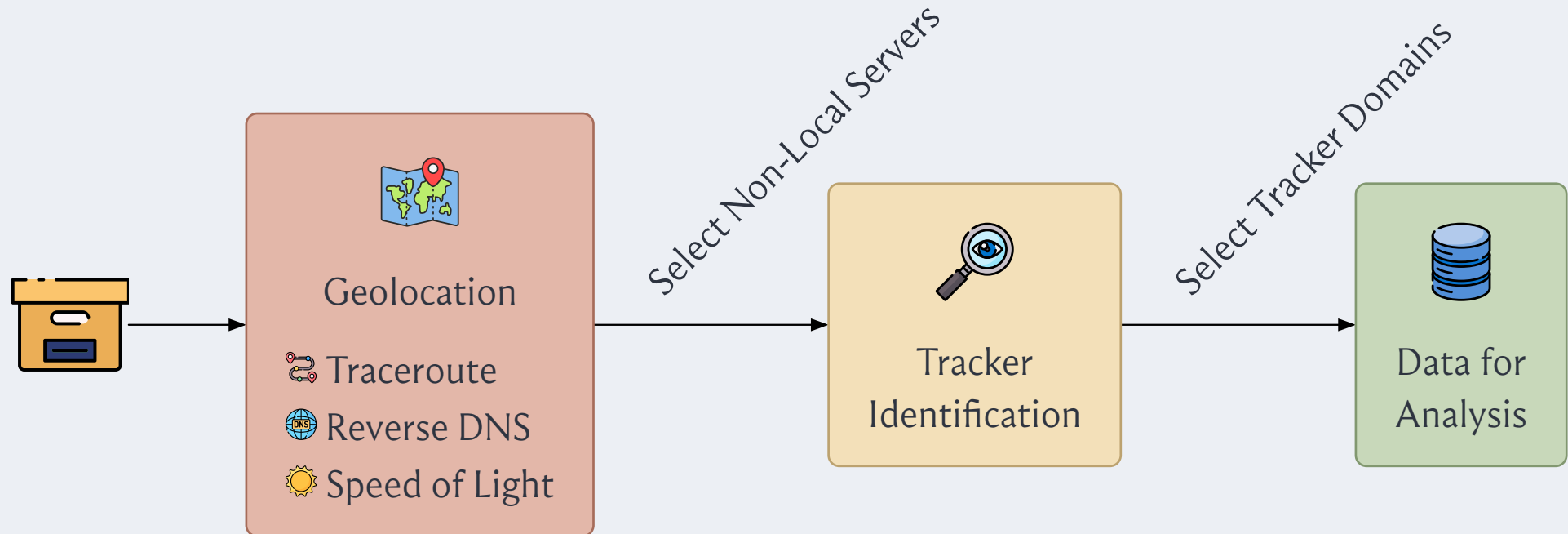
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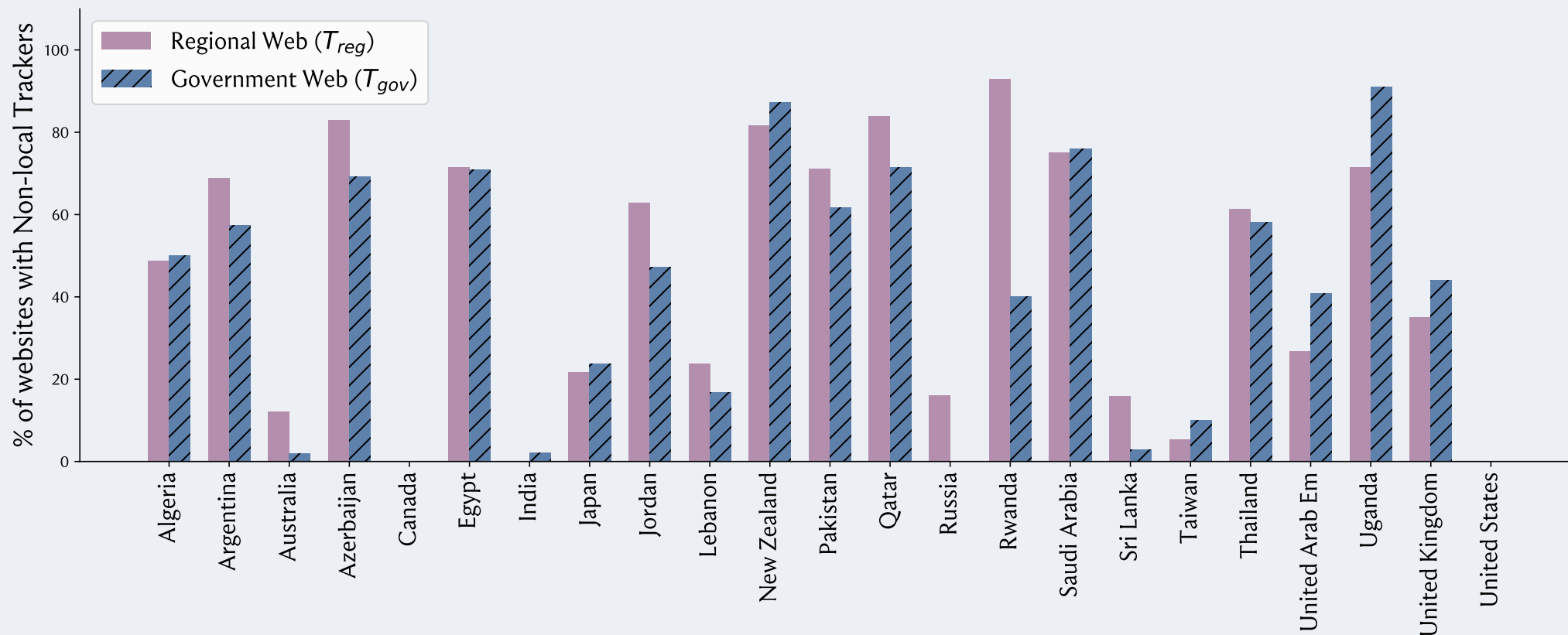


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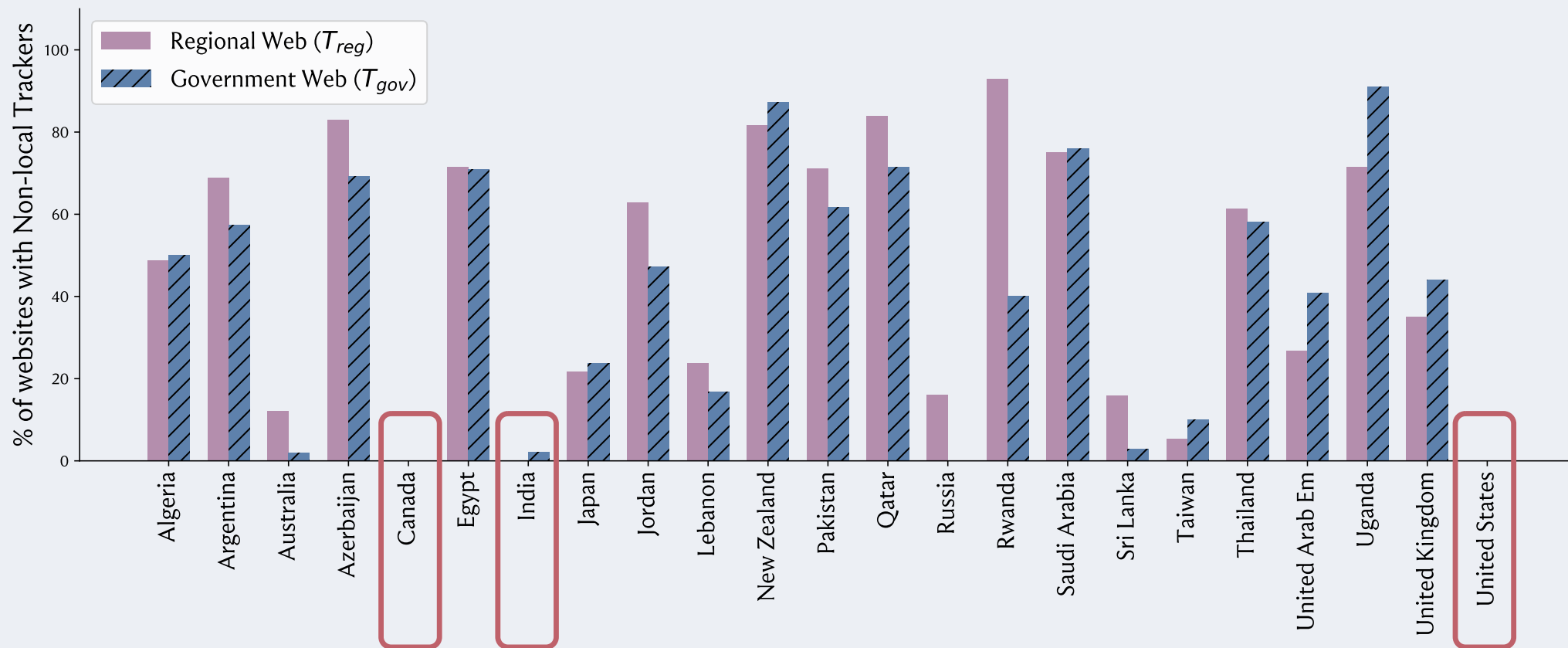


Non-Local Trackers

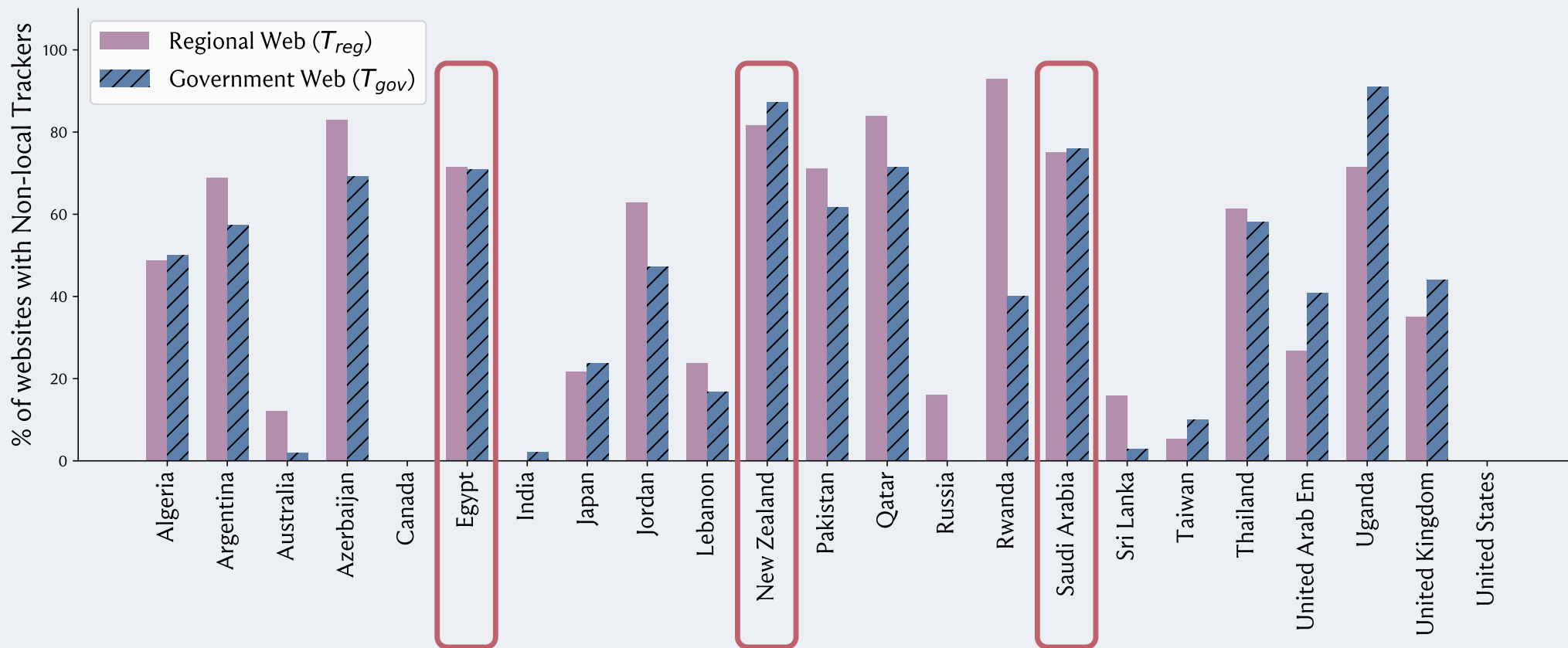
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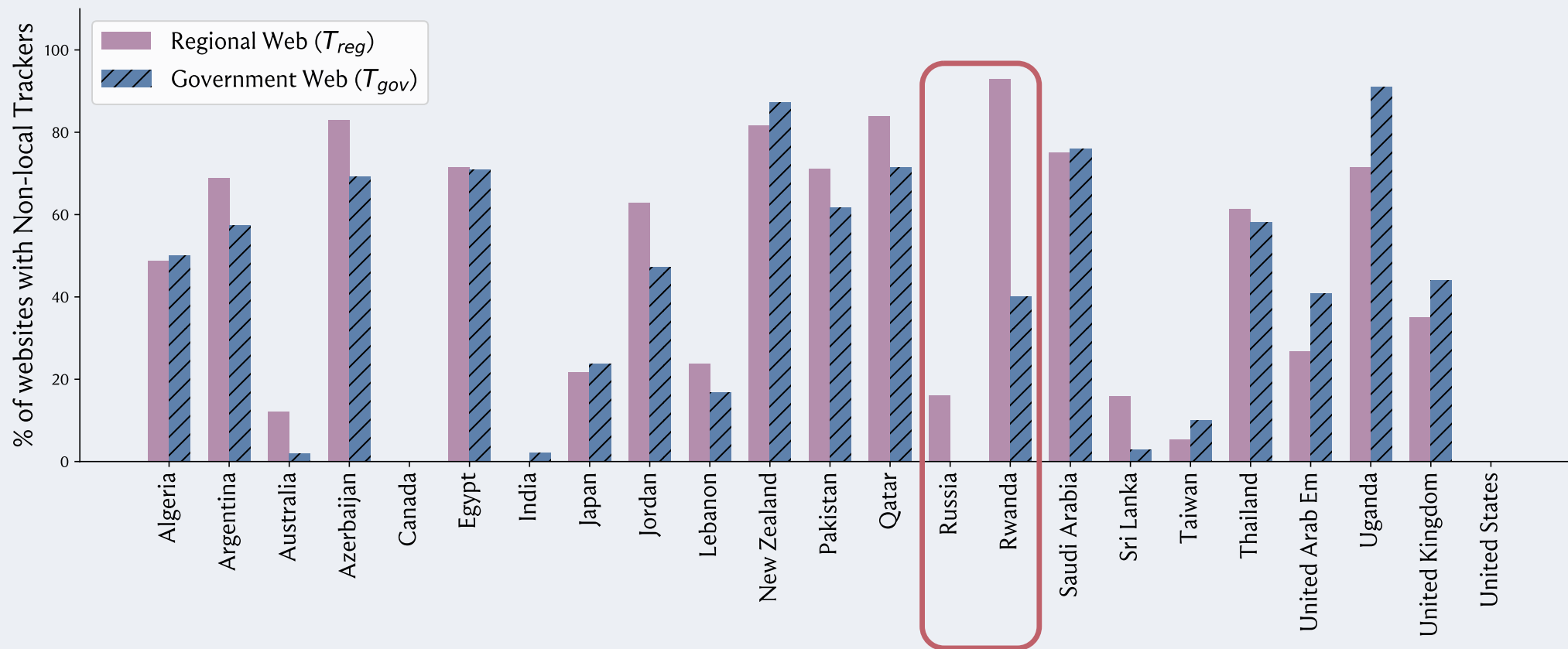
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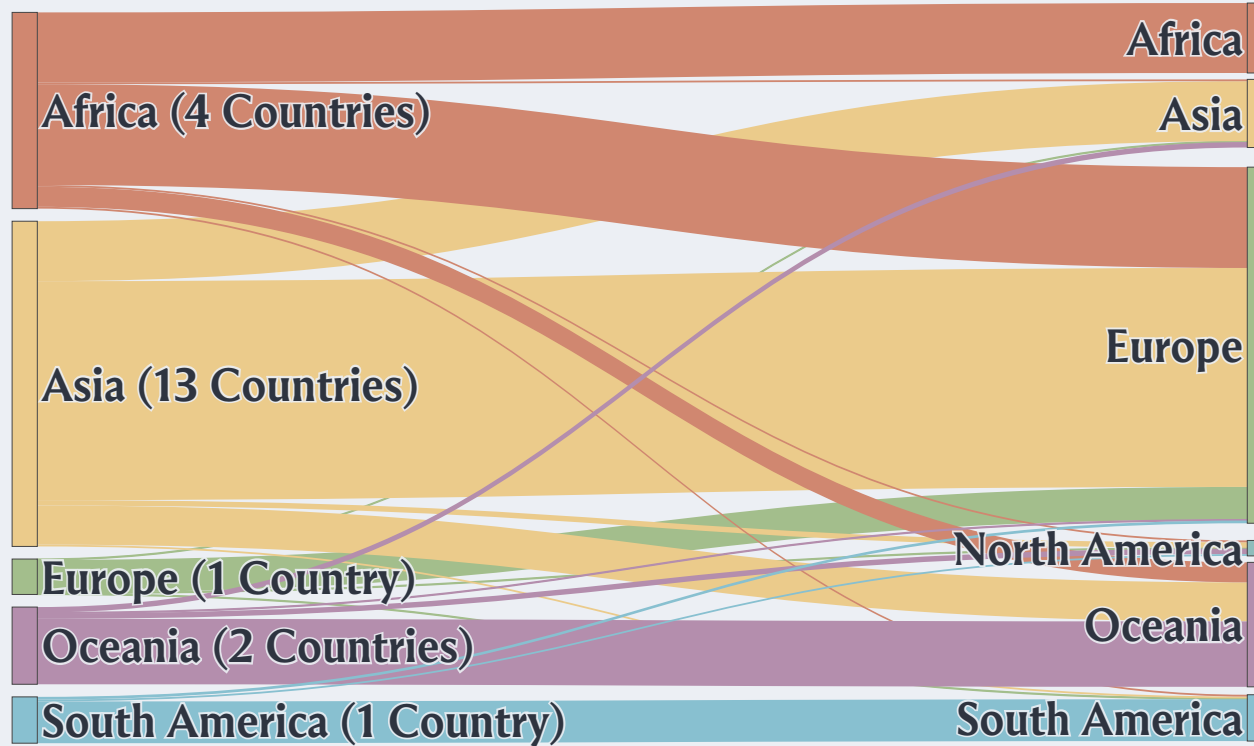


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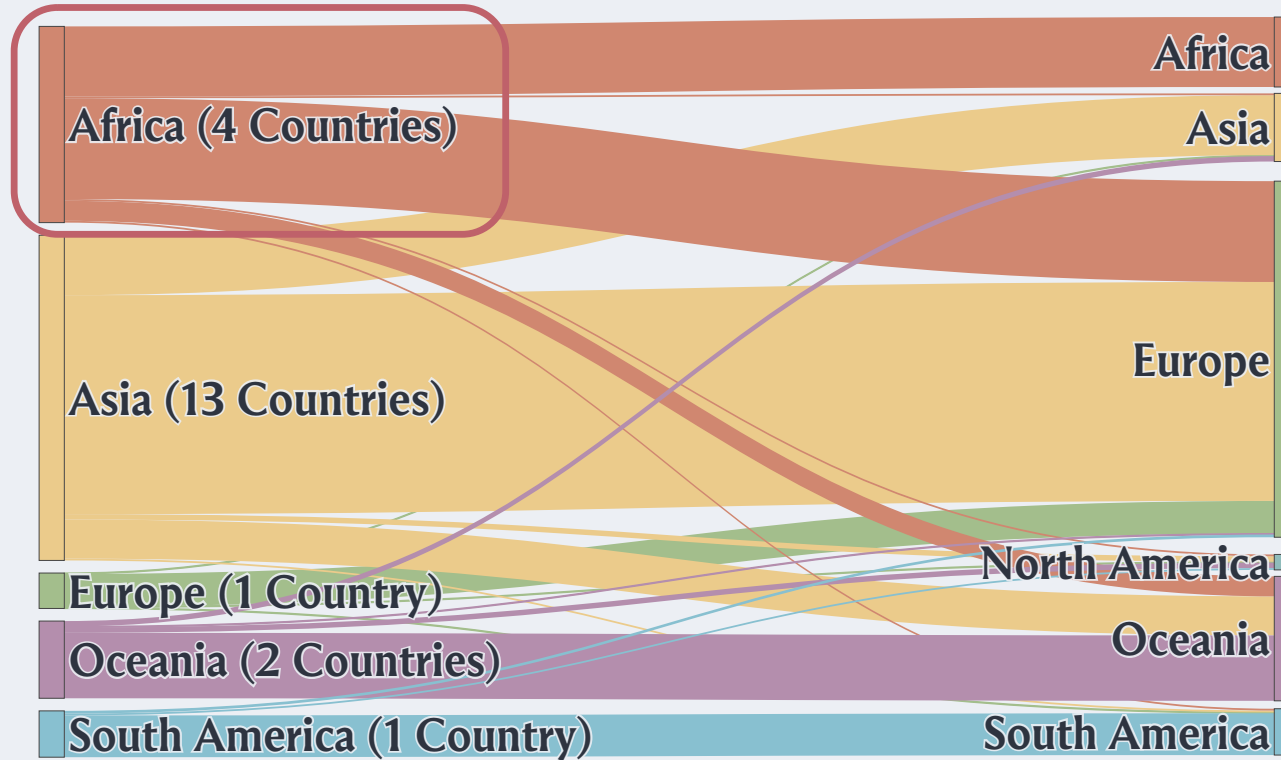


Flow Across Continents

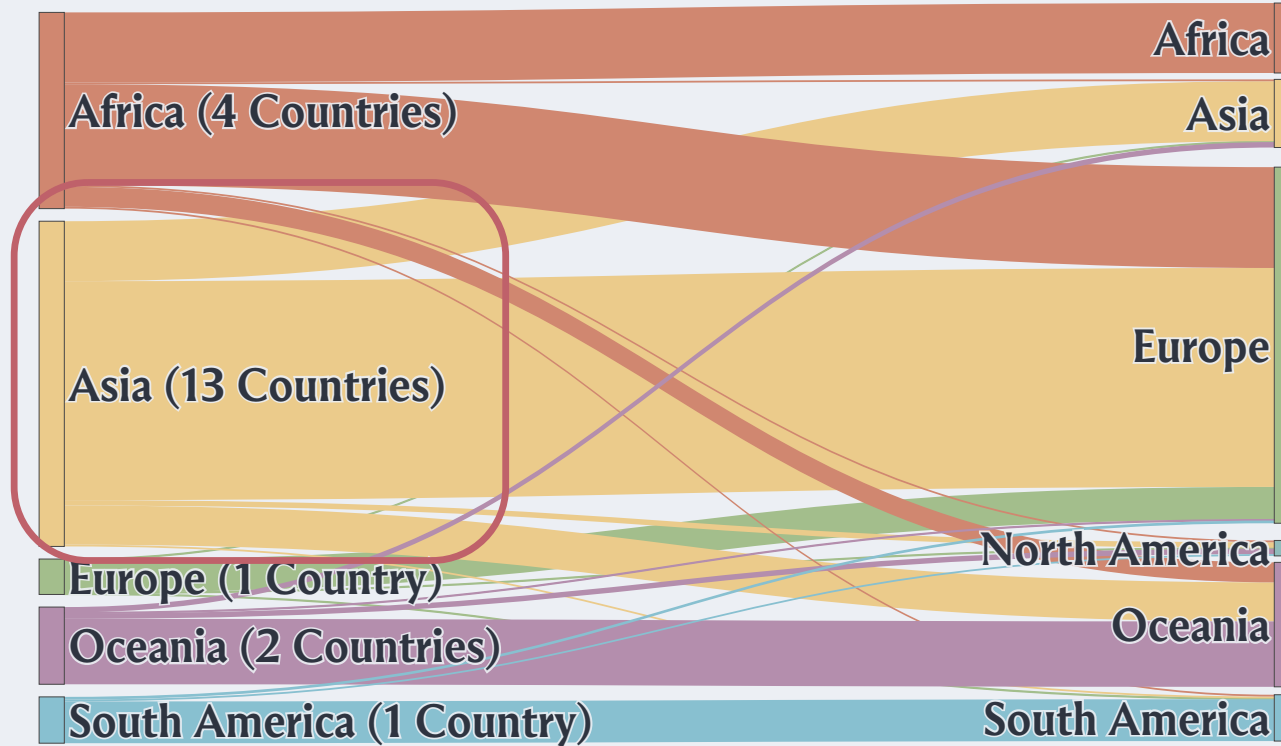
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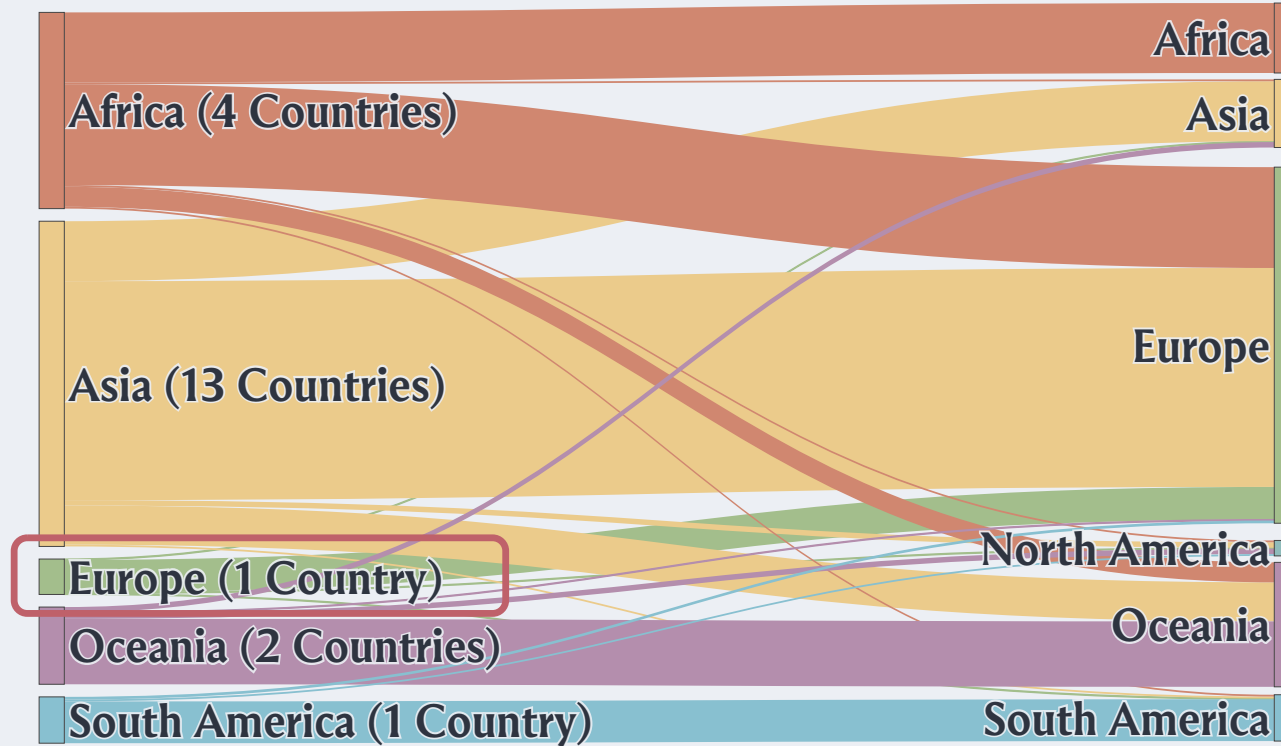
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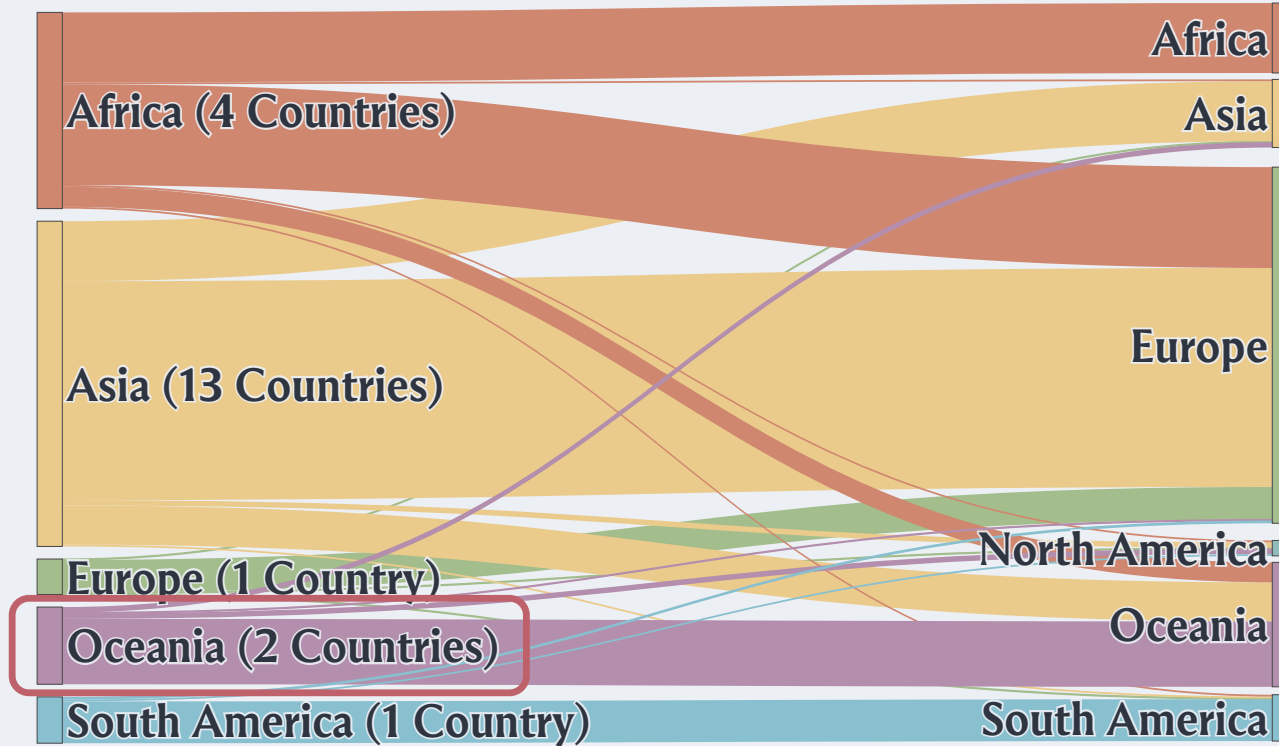
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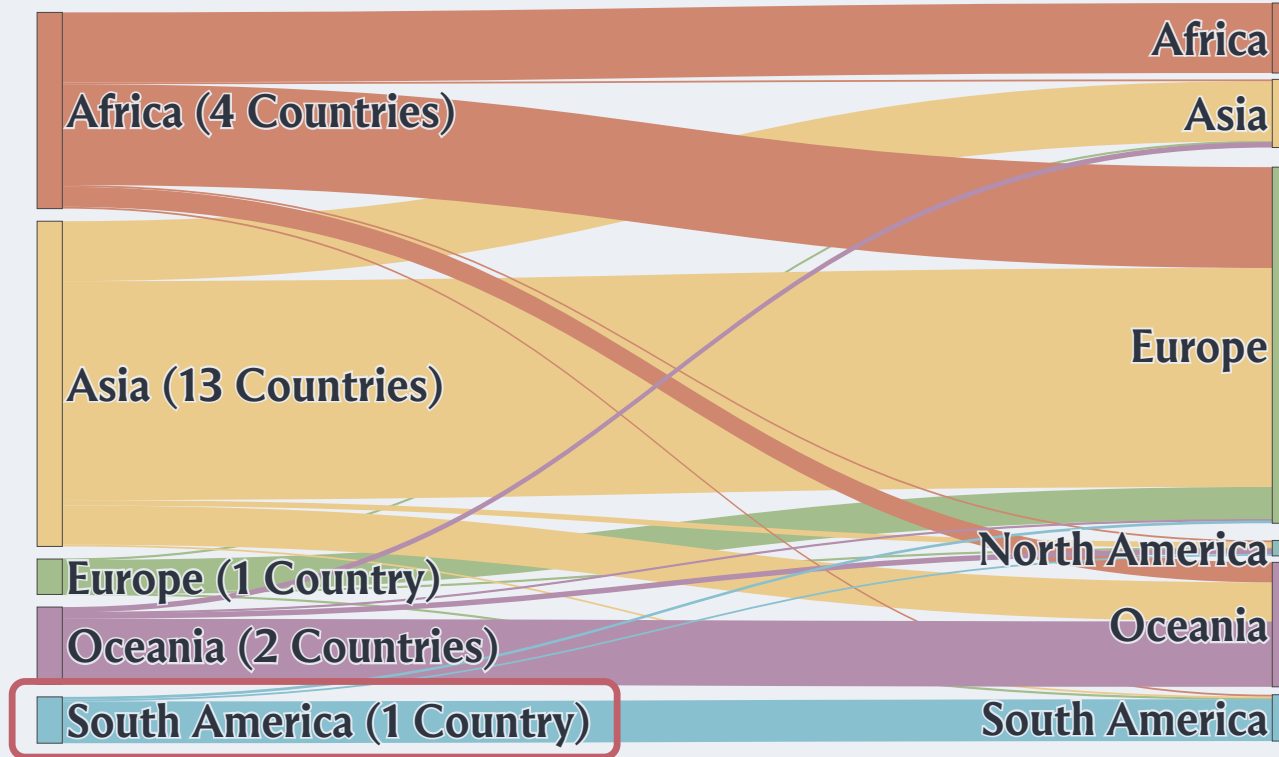
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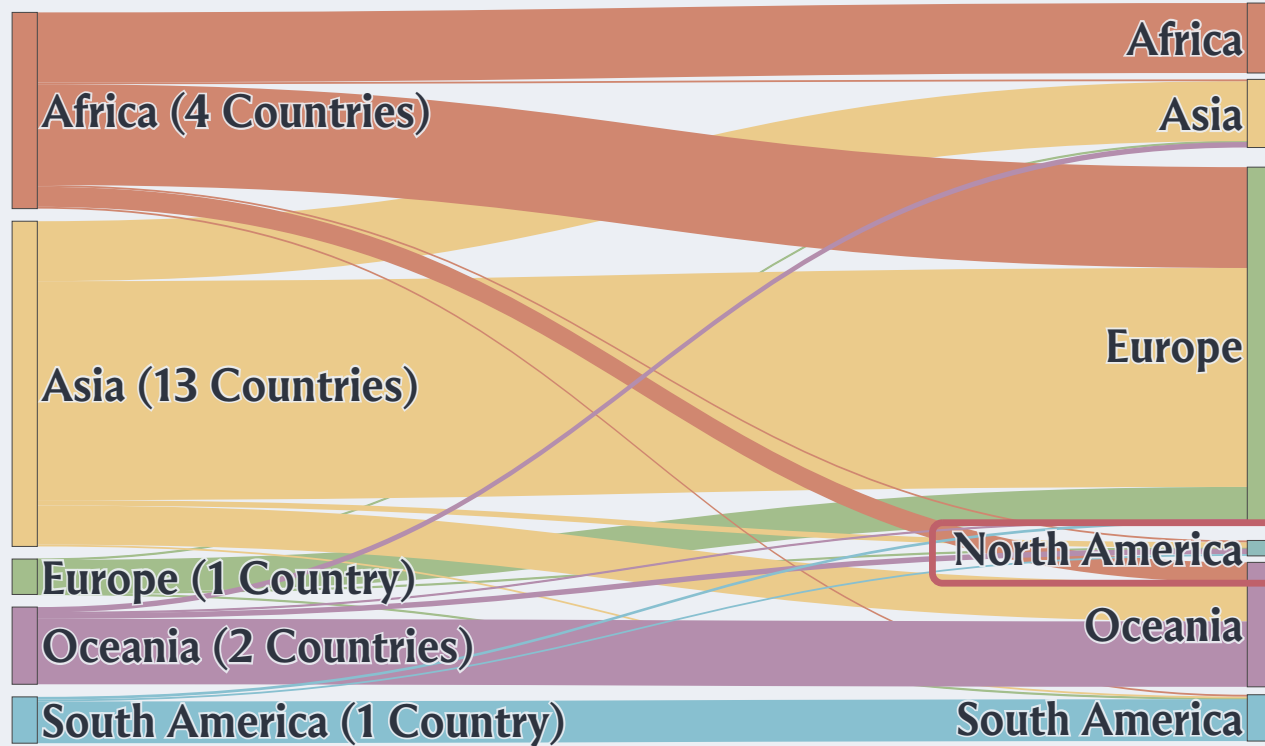
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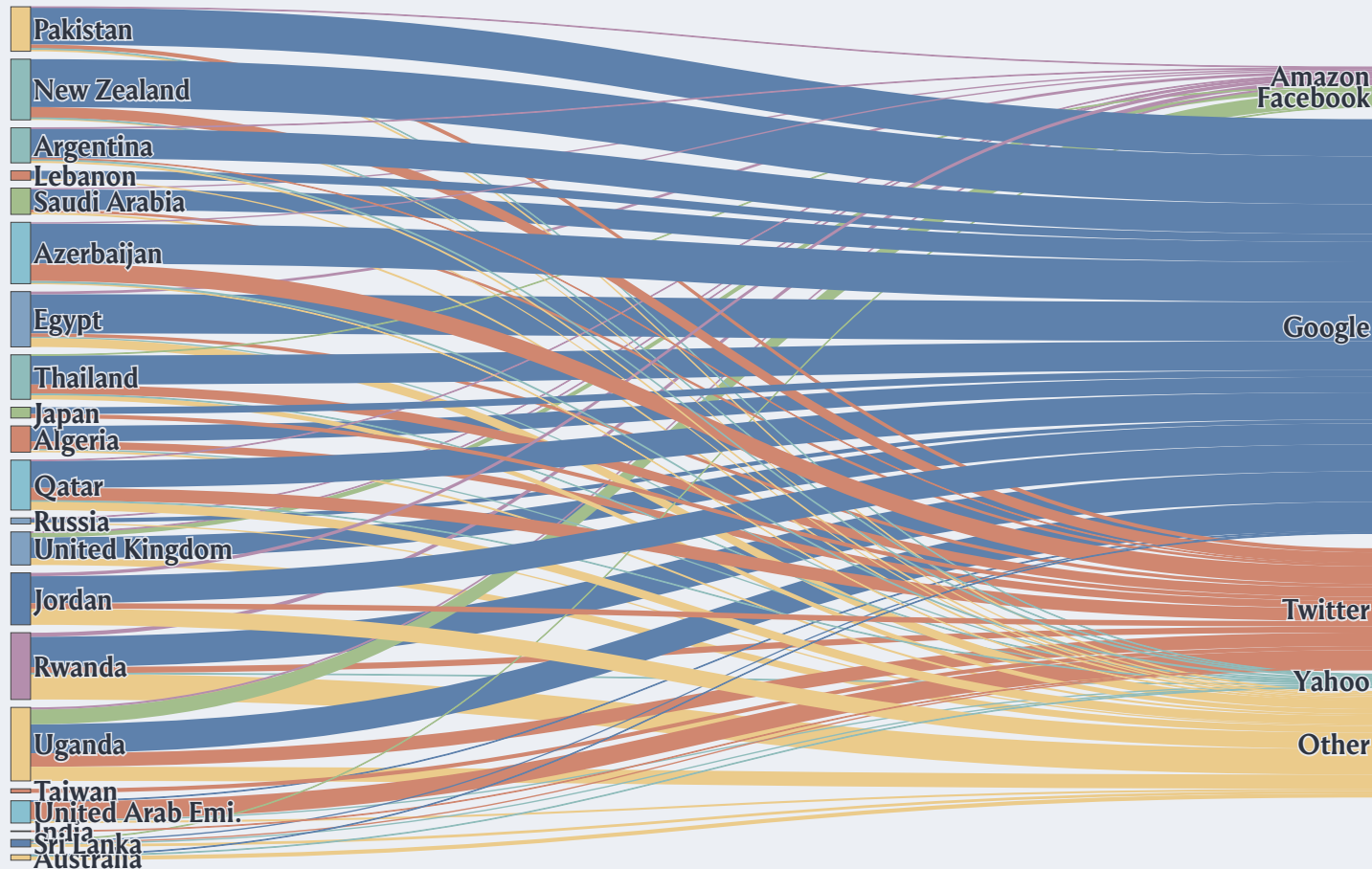


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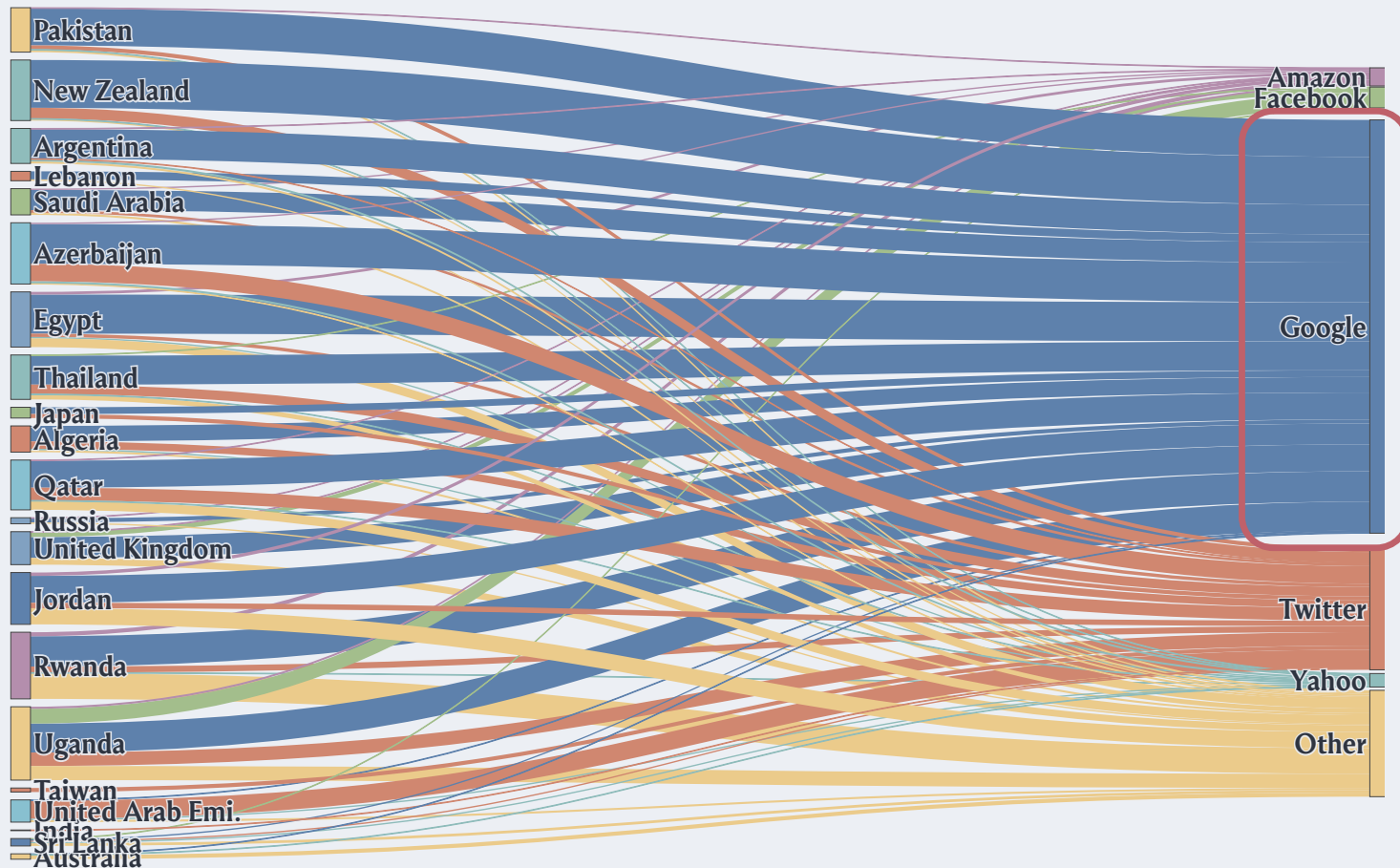


Flow To Organizations

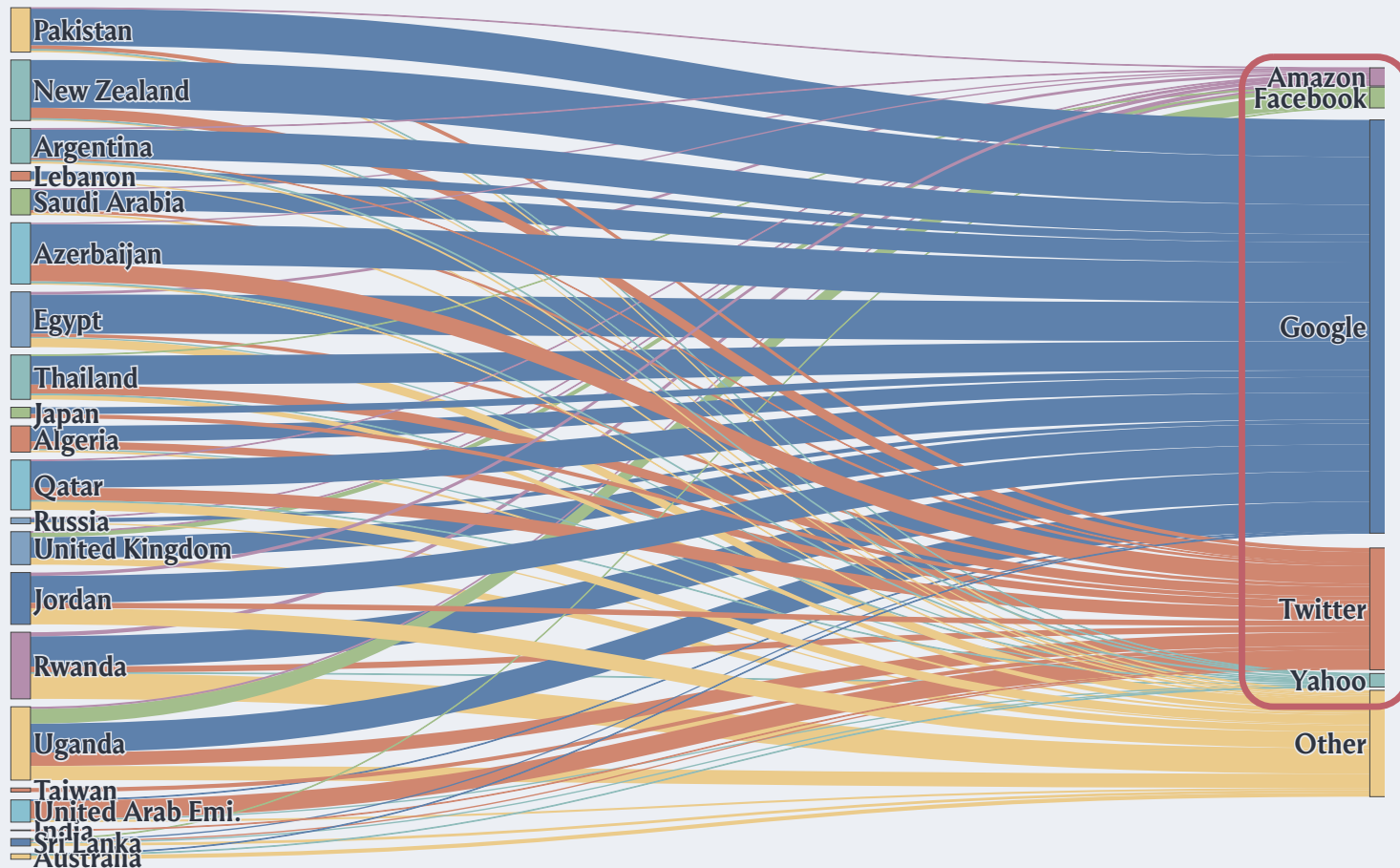
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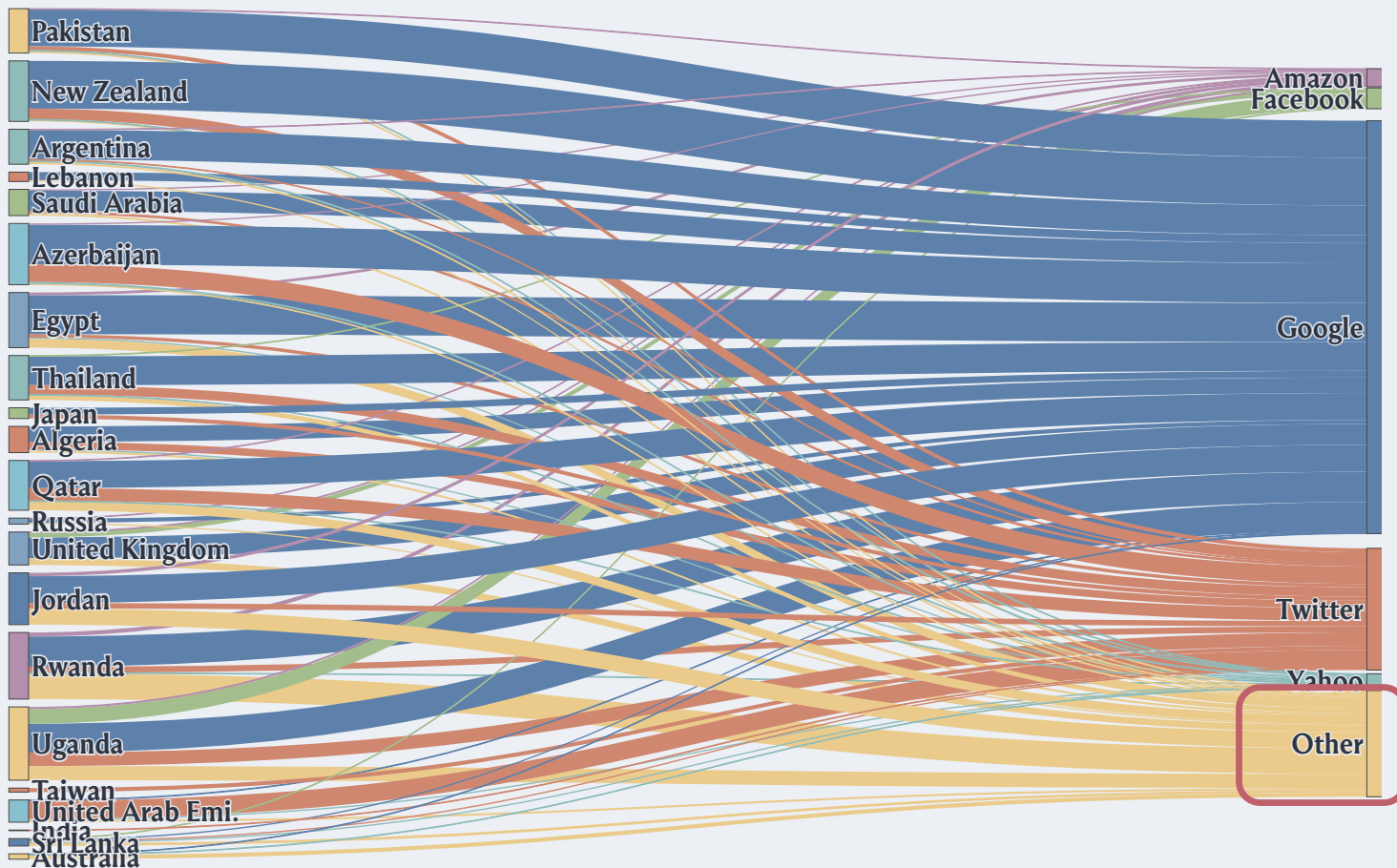
Flow To Organizations



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Data Localization Policies

Data Localization Policies

← Restrictive ————— Permissive →

Data Localization Policies

Country	Type	Non-Local
Azerbaijan	(CS)	

(CS) Consent of Subject

← Restrictive ————— Permissive →

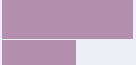
Data Localization Policies

Country	Type	Non-Local
Azerbaijan	CS	
Algeria	PA	
Egypt	PA	
Rwanda	PA	
Uganda	PA	

 Consent of Subject  Prior Approval

← Restrictive ————— Permissive →

Data Localization Policies

Country	Type	Non-Local
Azerbaijan	CS	
Algeria	PA	
Egypt	PA	
Rwanda	PA	
Uganda	PA	
Argentina	AC	
Russia	AC	
Sri Lanka	AC	
Thailand	AC	
UAE	AC	
UK	AC	

 Consent of Subject  Prior Approval  Approved Countries

← Restrictive ————— Permissive →

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Russia	AC	
Sri Lanka	AC	
Thailand	AC	
UAE	AC	
UK	AC	

Country	Type	Non-Local
Australia	TA	
Canada	TA	
India	TA	
Japan	TA	
Jordan	TA	
New Zealand	TA	
Pakistan	TA	
Qatar	TA	
Saudi Arabia	TA	
Taiwan	TA	
USA	TA	

CS Consent of Subject
 PA Prior Approval
 AC Approved Countries
 TA Transfer Allowed

← Restrictive ————— Permissive →

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Rwanda	PA	
Uganda	PA	
Argentina	AC	
Russia	AC	
Sri Lanka	AC	
Thailand	AC	
UAE	AC	
UK	AC	

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Japan	TA	
Jordan	TA	
New Zealand	TA	
Pakistan	TA	
Qatar	TA	
Saudi Arabia	TA	
Taiwan	TA	
USA	TA	
Lebanon	NR	

CS Consent of Subject
 PA Prior Approval
 AC Approved Countries
 TA Transfer Allowed
 NR Not Restricted

← Restrictive ————— Permissive →

More in the Paper

Details of Geolocation Process

Country-To-Country Tracking Flow

Countries That Act as Tracker Hubs

First Party vs. Third Party Tracking Networks

Use Gamma to Run Studies



Use Gamma to
Run Studies



Hire Sachin

