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**CONCOURS EXTERNE ET INTERNE
DE SECRÉTAIRE DES SYSTÈMES D'INFORMATION ET DE COMMUNICATION
AU TITRE DE L'ANNÉE 2022**

ÉPREUVES ÉCRITES D'ADMISSIBILITÉ

7 - 9 FEVRIER 2022

ANGLAIS

Traduction en français d'un texte à caractère technique rédigé en anglais.

Vous traduirez le texte jusqu'à [...] blocked in each app recently." Inclus

La partie entre crochets ne doit pas être traduite

Durée : 1 heure

Coefficient : 2

Toute note inférieure à 8 sur 20 est éliminatoire.

SUJET

Voir page suivante.

Ce dossier comporte 1 page (page de garde non comprise).

DuckDuckGo Wants to Stop Apps From Tracking You on Android

The privacy-focused tech company's latest update promises to block invasive data collection across your whole phone.

Nov 18, 2021 WIRED

AT THE END of April, Apple's introduction of App Tracking Transparency tools shook the advertising industry to its core. iPhone and iPad owners could now stop apps from tracking their behavior and using their data for personalized advertising. Since the new privacy controls launched, almost \$10 billion has been wiped from the revenues of Snap, Meta Platform's Facebook, Twitter, and YouTube.

Now, a similar tool is coming to Google's Android operating system—although not from Google itself. Privacy-focused tech company DuckDuckGo, which started life as a private search engine, is adding the ability to block hidden trackers to its Android app. “The idea is we block this data collection from happening from the apps the trackers don't own,” says Peter Dolanjski, a director of product at DuckDuckGo. “You should see far fewer creepy ads following you around online.”

The vast majority of apps have third-party trackers tucked away in their code. These trackers monitor your behavior across different apps and help create profiles about you that can include what you buy, demographic data, and other information that can be used to serve you personalized ads. DuckDuckGo says its analysis of popular free Android apps shows more than 96 percent of them contain trackers. Blocking these trackers means Facebook and Google, whose trackers are some of the most prominent, can't send data back to the mothership—neither will the dozens of advertising networks you've never heard of.

From a user perspective, blocking trackers with DuckDuckGo's tool is straightforward. App Tracking Protection appears as an option in the settings menu of its Android app. For now, you'll see the option to get on a waitlist to access it. But once turned on, the feature shows the total number of trackers blocked in the last week and gives a breakdown of what's been blocked in each app recently.

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[Unlike Apple, the company doesn't own the infrastructure—the phones people use or the underlying operating systems—to enforce wholesale changes.

To make App Tracking Protection work, DuckDuckGo runs the same set of device permissions as a virtual private network (VPN).

Dolanjski argues that there's very little transparency around the trackers currently employed in the apps people use every single day and that most people would be shocked at the amount they are tracked. For him, blocking trackers on Android is the next step in giving people more control over how companies handle their data. “It is going to dramatically reduce how much information these third-party companies get about you,” he says.]