



AI & Data Privacy: The Unconscious Sharing of Sensitive Information

CS4358 - Interactive Multimedia
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Project Overview

- AI-powered platforms have seamlessly integrated into everyday life
- Users unknowingly disclose sensitive information

Unconscious data sharing, exposing the hidden data ecosystems that shape digital identities

Research

Sources

Berry, D.M.

Synthetic media and computational capitalism: towards a critical theory of artificial intelligence (2025)

CybSafe.

Study: Almost 40% of workers share sensitive information with AI tools without employers' knowledge (2024)

Jessani, A.

Chatbots, AI and the future of privacy (2023)

Barnes, E.

The AI Doppelgänger Era: Who Controls Your Digital Identity? (2025)

Lil Miquela Instagram Profile



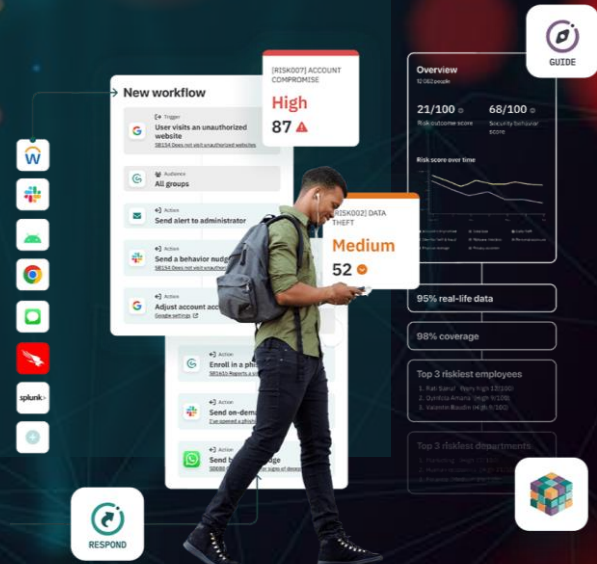
Research Context

AI & Digital Platforms

- AI influences user interactions, content circulation, and data extraction
- Operates as a "black box" (Berry, 2025)
- Users unknowingly share sensitive data through AI tools

AI & Data Privacy Concerns

- AI platforms profit from unintentional data disclosures (Berry, 2025)
- 38% of employees share sensitive data with AI tools unknowingly (Cybsafe, 2024)
- AI creates a false sense of privacy



Research Context

AI-Generated Personas & Digital Doppelgängers

- AI replicates human identities using text, audio, and video data (Barnes, 2025)
- Users contribute to digital clones, enabling AI to predict behaviour
- AI influencers demonstrate the commercial power of synthetic identities



Concept Development

What problem does this project explore?

- AI-driven platforms collect vast amounts of personal data, often without user awareness
- Users unknowingly contribute to AI databases, reinforcing algorithmic surveillance
- AI tools appear helpful but function as data extraction mechanisms
- Lack of control over personal data in digital spaces

Project Focus

AI's role in shaping digital identity and hidden data extraction

Concept Development

How does this project address the problem?

- Real-Time AI Detection
- Privacy Shield & Data Cloaking
- Ethical Data Monetization
- Vibrations & LED indicators

Symbolism & Design:

- Snake-inspired smart ring acts as a guardian against AI surveillance.
- Seamlessly integrates technology & aesthetics to make privacy a lifestyle statement.

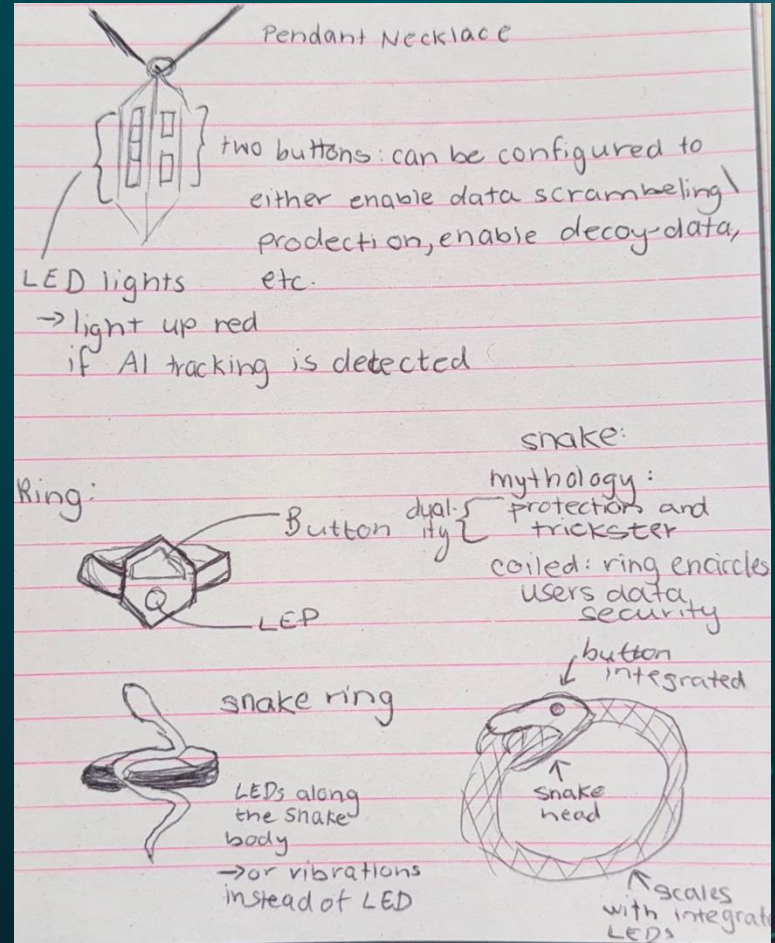
Design Process

AI DATA EXTRACTION

Early Sketches & Idea Development
hand-drawn sketches that explore wearable designs

Pendant

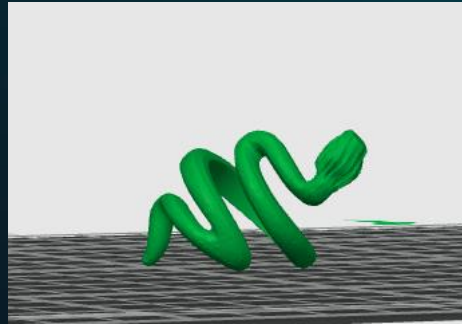
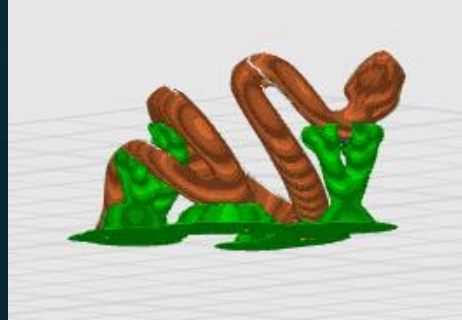
Ring



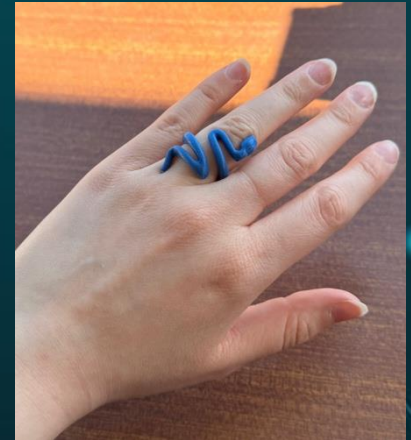
Design Process

ViperRing

Visualisation
and
Prototyping



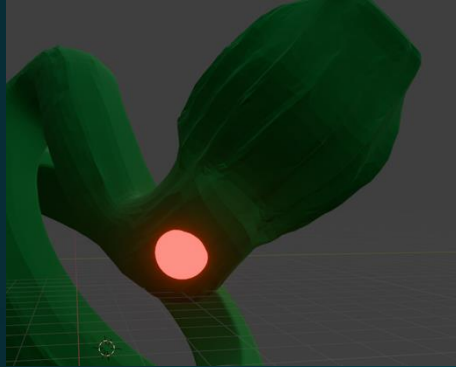
Printing



Design Process

ViperRing

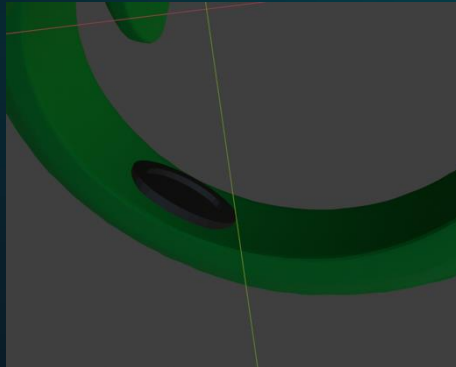
• Modifications



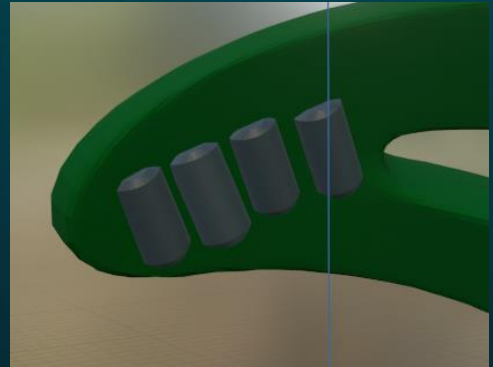
Flashing LED light



Button



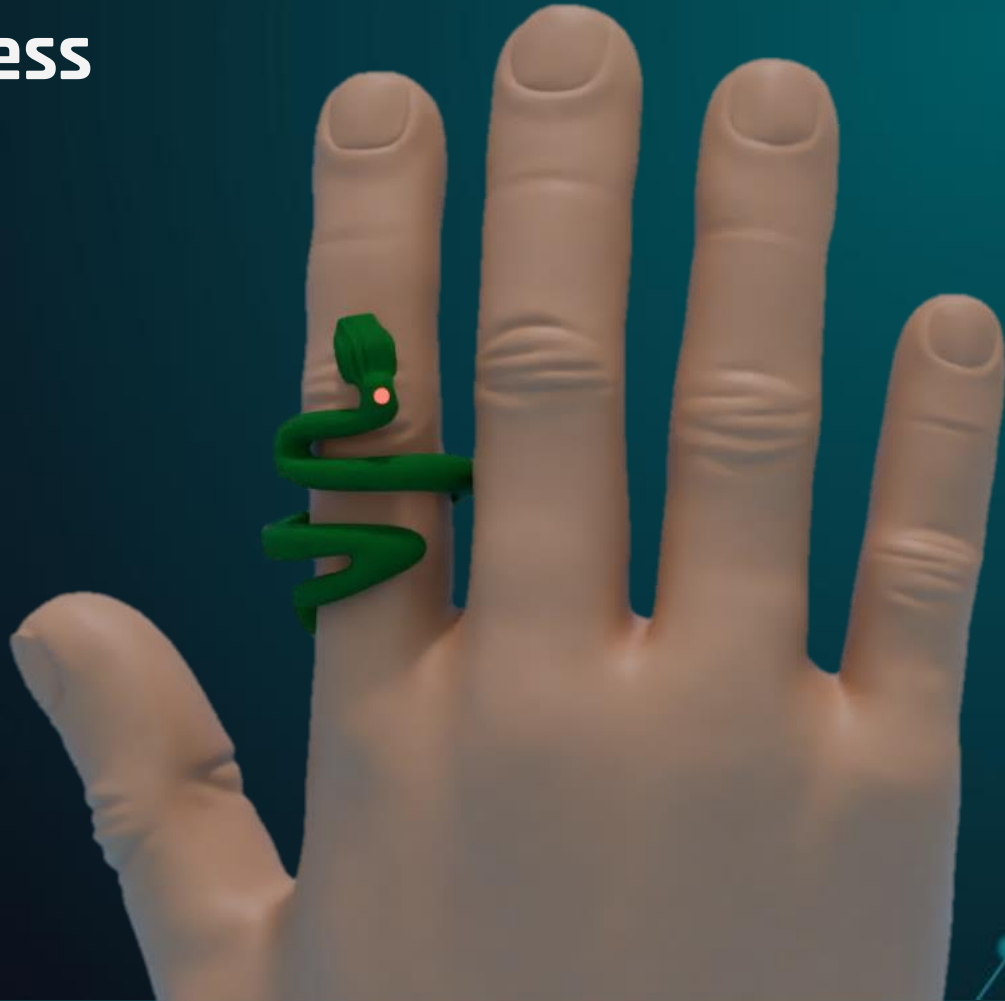
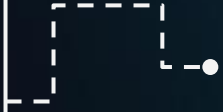
USB C Port



Haptic Feedback

Design Process

ViperRing



ViperRing

• Branding

Logo & Slogan

“Your Digital Guardian. Your Data, Your Rules.”
“Strike Back at AI Surveillance”



Colours & Fonts

Deep Black (#000000) – Mystery, security, and sophistication.
Light Blue (#84D2F6) – Calmness due to AI protection enabled.
Silver (#5E6973) – Premium, modern, and stylish.
Primary: Orbitron
Secondary: Montserrat

Filters & AR Effects

"Data Cloak" Filter
"Who's Watching?" Effect
"Stealth Mode" Theme

Content Plan

“How AI Collects Your Data (And How to Stop It)”
“Real-Time AI Tracking with ViperRing”
“My Data, My Rules”
“Ever feel like your phone listens to you”
“Guess how many times AI tracked you today?”

Hashtags:
#StrikeBackAtAI #ViperRing #DataDefense #PrivacyWearable
#AIResistance

ViperRing

Guess how many times AI tracked you today?

Type something...

• Social Media

EVER FELT LIKE YOUR PHONE LISTENS TO YOU?

Yes

No



Data Cloak Filter

Before

After



ViperRing



<https://youtu.be/sVdrG9kZCGc>

Next Steps

Refine 3D Model

Adapting the snake ring design for optimal user comfort.



Prototype Development

Test real-time AI detection and sensor placement.



App Integration

Developing a companion app for enhanced privacy control and data insights.



User Testing & Feedback

Conducting trials to refine usability, responsiveness, and effectiveness.



Conclusion

- ViperRing transforms AI from a manipulative force into a tool for user empowerment
- By making AI surveillance visible & controllable, the ring empowers users to protect their digital identity
- Bridges the gap between fashion, technology, and data ethics
- The project invites users to strike back
- Challenges the normalisation of data exploitation and redefines privacy in the digital age.