

# Web tracking and Algorithmic Profiling: Trends, Challenges, Horizons (WATCH)



## Una Europa Seed Funding Call 2025

### Abstract

Web tracking technologies are a crucial part of today's digital infrastructure, enabling the collection of behavioural data for algorithmic user profiling, targeted advertising and content personalisation. However, they raise significant concerns about surveillance, privacy, and regulatory accountability. The WATCH Project examines the evolving landscape of web tracking and algorithmic user profiling through an innovative, interdisciplinary approach, combining expertise from computer science, data science, AI, network science, communication, media studies, usability, law, governance and policy design.

Anchored in the DS and AI Una Europa focus area, WATCH brings together a robust interdisciplinary consortium, comprising nine Una Europa universities, three external universities, and various public and private stakeholders. The project promotes collaboration and cross-institutional knowledge exchange through a range of high-impact activities, such as a symposium, a monthly webinar series, and two dedicated consortium-building workshops.

Key deliverables include a research article combining survey and a visionary perspective, a university-level teaching module, educational materials (including videos, podcasts, and articles) designed for diverse audiences. Ultimately, WATCH is building an interdisciplinary research network that focuses on privacy-preserving, AI-driven profiling systems and policies, aiming to create significant scientific and societal impact in our increasingly digital world.

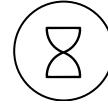


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Universität Zürich  
Freie Universität Berlin

Third parties  
University of Murcia  
University College London  
University of Copenhagen



Duration  
January 2026 – December 2026



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€ 39.800

