Asmit Nayak

https://www.asmitnayak.com

Education Doctoral Student - Computer Science

University of Wisconsin - Madison

August 2018 - May 2021

August 2021 - Present

Bachelor of Science - Computer Engineering

University of Wisconsin - Madison

August 2018 - May 2021

Bachelor of Science - Computer Sciences University of Wisconsin - Madison

Dean's Honor List

2019, 2020, 2021

Interests

Security & Privacy, Systems, Large Language Models, Multi-Modal Language Models,

Computer Vision

Publications (* = Co-Authors)

Experimental Security Analysis of Sensitive Data Access by Browser

Extensions

[Paper]

[Paper]

A. Nayak*, R. Khandelwal*, Earlence Fernande, and K. Fawaz.

(TheWebConf'24)

Unpacking Privacy Labels: A Measurement and Developer Perspective on Google's Data Safety Section

R. Khandelwal*, A. Nayak*, P. Chung, and K. Fawaz.

[Paper] (USENIX Security, 2024)

Comparing Privacy Labels of Applications in Android and iOS.

R. Khandelwal, A. Nayak, P. Chung, and K. Fawaz.

(WPES, CCS, 2023)

CookieEnforcer: Automated Cookie Notice Analysis and Enforcement. [Paper]

R. Khandelwal, A. Nayak, H. Harkous, and K. Fawaz.

(USENIX Security, 2023)

Surfacing Privacy Settings Using Semantic Matching.

[Paper]

R. Khandelwal, A. Nayak, Y. Yao, and K. Fawaz.

(PrivateNLP, EMNLP 2020)

Under Review/Ongoing Work Automated Analysis of User Privacy Threats on Privacy Notices

Mentors: Prof. Kassem Fawaz, Prof. Norman Sadeh

Designing and developing an automated framework to analyze privacy notices (eg: cookie notice, privacy settings) and detect User Privacy Threats present as defined in the *UsersFirst* framework.

Work Experience Research Assistant, Wisconsin Privacy and Security Group

June 2022 - Present

Mentors: Prof. Kassem Fawaz

Working on multi-modal analysis to detect dark patterns on websites and develop VLMs to understand Web-UI

Visiting Researcher, Carnegie Mellon University

January 2025 - May 2025

Mentors: Prof. Norman Sadeh

Developing an LLM framework to analyze Privacy Threats on online platforms automatically, primarily focused on user privacy.

Graduate Teaching Assistant, Department of Computer Sciences Sept 2021 - Dec 2022 Assisted with the development of class materials, homework, and term papers. Gave a guest lecture on Reinforcement Learning during the summer term.

UGrad Research Assistant, Wisconsin Privacy and Security Group — June 2020 - Aug 2021 As an Undergrad Research Assistant, I worked on the CookieEnforcer project. Next, I focused on developing a semantic clustering algorithm that could group similar privacy settings based on their meaning.

RESEARCH EXPERIENCE

Automatically Detecting Online Deceptive Patterns in Real-time

Advisor: Prof. Kassem Fawaz

[Arxiv Pre-print]

- Designed a multi-modal framework to convert website screenshots into a machine-parsable format to perform Deceptive Pattern (or Dark Patterns) classifications in real-time.
- Developed a pipeline to generate realistic synthetic websites and extract the web-element location automatically.
- Finetuned YOLOv10 models on over 60K synthetic websites on the web-element classification task.
- Developed an LLM-assisted human annotation framework to create a Deceptive Patterns (DP) dataset consisting of over 1000 websites
- Created a synthetic labelled dataset to distill smaller models on the DP detection task, consisting of over 10K websites.
- Created a new pipeline to distill **T5** models on DP-Dataset, achieving high DP-detection accuracy. We also distilled *Qwen2.5-1.5B* model for this task.

Experimental Security Analysis of Sensitive Data Access by Browser Extensions (The W

Advisor: Prof. Kassem Fawaz

(The Web Conference'24)
[Paper]

- Performed an extensive study to uncover security risks in browser extensions and demonstrated vulnerabilities in Chrome's review process by developing a proof-of-concept extension capable of bypassing Chrome WebStore review processes.
- \bullet Analyzed **over 10K** web domains and **160K** Chrome extensions, identifying critical security loopholes in password protection and extension permissions.
- Created an LLM-driven framework for advanced browser extension code analysis to detect sensitive data access and malicious code in extensions.

Unpacking Privacy Labels: A Measurement and Developer Perspective on Google's Data Safety Section (USENIX'24)

Advisor: Prof. Kassem Fawaz

[Paper]

- Designed and developed the methodology to examine Google's Data Safety Section using quantitative and qualitative methods, revealing inconsistencies and reporting trends. We analyzed **over 1.1M** apps on the Google Play Store.
- Conducted a user study uncovering app developers' struggles, strategies, and factors affecting DSS submissions, emphasizing the need for better resources and guidelines to enhance privacy label accuracy

Comparison of Privacy Labels between Android and iOS apps

(WPES, CCS'23)

Advisor: Prof. Kassem Fawaz

[Paper]

- Created a system to detect cross-listed apps on App Store and Play Store and scrape their privacy labels.
- Performed analysis on the collected privacy labels to find inconsistencies and trends of these inconsistencies.

Automated Cookie Notice Analysis and Enforcement

(USENIX Security 2023)

Advisor: Prof. Kassem Fawaz

[Paper]

- Designed and developed a browser plugin to automatically accept the most privacy-preserving choices for a cookie notice on any website
- Conducted a user study showing the reduction in user effort in interacting with cookie notices as well as the usability of the extension

Surfacing Privacy Settings Using Semantic Matching

(PrivateNLP@EMNLP 2020)

Advisor: Prof. Kassem Fawaz

[Paper]

- Designed and developed an HTML parser to understand the relative positioning of web elements.
- Created a hierarchical clustering algorithm to merge sentences based on semantic matching into high-level categories

Increasing the accuracy of Sim2Real Transfer Learning

- Developed a Reward Shaping function for better policy transfer in the Sim2Real domain
- Created custom environments with realistic physics

SCHOLASTIC

- Recipient of first-year CS Departmental Scholarship (UW-Madison)
- ACHIEVEMENTS Awarded Student Research Grant by the Graduate School (UW Madison, 2023)

Research In News

Our work on Exposing and Addressing Security Vulnerabilities in Text Input Fields was covered by BleepingComputer (Link), Malwarebytes (Link), TechRadar (Link), The Sun (Link), Mirror UK (Link) and India Times (Link). TV interview conducted by WISC-TV (Link)

Our work on Automating Cookie Notice Analysis and Enforcement was covered by The Gradient (Link), Unite.AI (Link) and Techradar (Link)

Talks

• Sensitive Data Access by Browser Extensions, Supernova Technology, February 2024

TECHNICAL SKILLS

Generative AI, ML, LLM, VLM, Algorithms, Python, Java, JS, C++, Pytorch, Tensorflow, React

SERVICE

- Sub Reviewer: USENIX (2023, 2024), IEEE S&P (2024)
- Reviewer: ACM TWEB (2025)