Putting privacy notices to the test

Lorrie Faith Cranor

@lorrietweet
A. McDonald & L. Cranor, The Cost of Reading Privacy Policies,  
About Our Privacy Policy

Whenever you do something like buy one of our products, watch a video, or provide personal information, we know your privacy is important. That's why we've created this policy to explain how we collect, use and protect that information. These commitments are backed by an easy-to-understand FAQ (Frequently Asked Questions) format. We want to help you make informed choices about your privacy and then spend the rest of your time enjoying the products and services we offer.

Effective July 24, 2015

A Quick Summary of Our Policy

Our Privacy Policy applies to your use of all products, services and our AT&T affiliates, such as DIRECTV, unless they have their own privacy policy. Because some apps, including some AT&T and DIRECTV branded apps, collect and/or use information in different ways, they may have additional terms and conditions. These apps may also offer you choices about your personal information.

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Our Privacy Commitments

- We don't sell your Personal Information to anyone for a fee.
- We keep your Personal Information until it is no longer needed for business, tax or legal purposes.
- We keep your information safe using encryption or other appropriate security controls.

Contact Us

If you have any questions about this Privacy Policy, please contact...

Privacy Policy Terms

For more information, please visit...

AT&T Privacy Policy FAQ

AT&T Privacy Policy Terms
Digital Advertising Company Settles FTC Charges It Deceptively Tracked Consumers Both Online and Through Their Mobile Devices

Settlement ensures consumers can control targeted ads

FOR RELEASE

December 20, 2016
Choice/Opt Out

Opting out of email communications (promotional, free email newsletters, and Ratings alerts)

If you subscribe to any of our paid products or services (for example, Consumer Reports magazine or ConsumerReports.org), our free email newsletters (for example, those about cars, finance, drugs or safety issues) or our Ratings alerts, we may send you promotional emails about our other products and services or to ask you about your experience.

Opting out online
You can opt out of receiving these email communications from us by following the instructions provided at the bottom of each email. If you use this method, you will stop receiving only that particular type of email message.

If you are a subscriber to one of our paid products or services, you can manage your email communication preferences on your “My Account” page by clicking here (or by going to www.consumerreports.org/myaccount).
Evernote's new not-so-privacy policy will let employees read your notes

The note-taking app will let humans (and not just machines) sift through your private data.

“ONLY IN SOME FANTASY WORLD do users actually read these notices and understand their implications before clicking to indicate their consent”

— President’s Council of Advisors on Science and Technology, *Big Data and Privacy* May 2014
“The question is not whether consumers should be given a say over unexpected uses of their data; rather, THE QUESTION IS HOW TO PROVIDE SIMPLIFIED NOTICE AND CHOICE.”

― FTC Chairwoman Edith Ramirez, January 2015

Speaking about IoT privacy
EU General Data Protection Regulation

“transparent and easily accessible policies”

“in an intelligible form, using clear and plain language”
### Acme

<table>
<thead>
<tr>
<th>Information we collect</th>
<th>Ways we use your information</th>
<th>Information sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>contact information</td>
<td>opt out, opt out</td>
<td>opt out, opt in</td>
</tr>
<tr>
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</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>your activity on this site</td>
<td>opt out, opt out</td>
<td></td>
</tr>
<tr>
<td>your location</td>
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### Bell Group

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**What does Bank of America do with your personal information?**

### Why?

Financial companies choose how they share your personal information. Under federal law, they must choose to share your personal information either "Do not share" or "Sharing." Federal law gives you the right to limit certain types of sharing. Federal law also imposes special protection for your Social Security Number.

### What?

The types of personal information we collect and share depend on the product or service you have with us. This information can include:

- Account numbers
- Account balances
- Account transaction history
- Account investment information
- Account investment information

### How?

As financial companies, we are required to share customer information with nonaffiliates only when necessary to provide products or services you have requested. In the section below, we list the reasons financial companies can share their customers' personal information and the types of information to provide.

**Reasons we can share your personal information**

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<td>For our everyday business purposes — such as to process your transactions, maintain your accounts, respond to your requests for service or products, and improve our relationships with you</td>
<td>Yes</td>
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<td>For our marketing purposes — with service providers we use to offer our products and services to you</td>
<td>Yes</td>
<td>No</td>
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<td>Yes</td>
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<td>Yes</td>
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<td>For nonaffiliates in market to you — for credit card accounts</td>
<td>Yes</td>
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<td>For nonaffiliates to offer you — for accounts and services purchased by another organization (e.g., bank card or mortgage with a real estate agent or automobile dealer)</td>
<td>Yes</td>
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**Contact:** Call 1-800-955-8766 or go to http://www.cs.com/utility/privacy policy/index.htm
PrivacyVille
Madame C. J. Walker (1867-1919) was the first African-American female millionaire. Her business included products she invented such as:

- bifocals
- the parachute
- the lightening rod
- hair-growing lotion

Oops!! The correct answer is "hair-growing lotion"

NEXT
Comprehension

AdChoices

Why did I get this ad?
Interest based ads
Sponsor ads
Learn about your ad choices
Configure ad preferences
What would happen if you clicked on the icon?

AdChoices

56% More ads will pop up

45% Will take you to a page where you can buy advertisements on this website

27% Will take you to a page where you can opt out of tailored ads

% who agreed with each statement; some participants agreed with multiple statements
What would happen if you clicked on the icon?

Configure Ad Preferences

42% 56% More ads will pop up

15% 45% Will take you to a page where you can buy advertisements on this website

50% 27% Will take you to a page where you can opt out of tailored ads

% who agreed with each statement; some participants agreed with multiple statements
Behavior

Privacy Facts

THIS APP COLLECTS YOUR
✓ Personal information
✓ Contacts
✓ Location
☐ Calendars

✓ Credit card / financial
☐ Diet / nutrition
☐ Health / medical
✓ Photos

THIS APP USES
✓ Advertising
✓ Analytics

P.G. Kelley, L.F. Cranor, and N. Sadeh. Privacy as part of the app decision-making process. CHI 2013.
Privacy Facts influenced behavior

Privacy is just one factor
This game requires the latest version of Microsoft Silverlight. Please enable and restart your browser or install the latest version of Silverlight:

Windows Security

Publisher: Microsoft Corporation (microsoft.com)

Only install this software if you trust this publisher with complete control of your computer. The software was downloaded by Chrome at 11/1/2014 6:53:58 PM.

- Cancel the installation
- Install the software
Important to test, even on low budget
Test comprehension in context
cups.cs.cmu.edu

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