Have you ever read a privacy policy?
Why not?
How do we use this information?

We are passionate about creating engaging and personalized experiences for people. We use all of the information we have to help us provide and support our Services. Here’s how:

Produce, improve and develop Services.

We are able to deliver our Services, personalize content, and make suggestions for you by using this information to understand how you use and interact with our Services and the people or things you’re connected to and interested in and off our Services.

We also use information we have to provide shortcuts and suggestions to you. For example, we are able to suggest that your friend tag you in a picture by comparing your friend’s pictures to information we’ve put together from your profile pictures and the other photos in which you’ve been tagged. If this feature is enabled for you, we can control whether we suggest that another user tag you in a photo using the “Timeline and Tagging” settings.

When we have location information, we use it to tailor our Services for you and others, like helping you to check-in and find local events or offers in your area or tell your friends that you are nearby.

We conduct surveys and research, test features in development, and analyze the information we collect to improve products and services, develop new products or features, and conduct audits and troubleshoot errors.

Communicate with you.

We use your information to send you marketing communications, community (for example when we are promoting a relevant charity or cause) or show you relevant ads and off our Services and measure the effectiveness and reach of ads and services. Learn more about advertising on our Services and how you can control how information about you is used to personalize the ads you see.

Promote safety and security.

We use the information we have to help verify accounts and activity, and to promote safety and security on and off of our Services, such as by investigating suspicious activity or violations of our terms or policies. We work hard to protect your account using teams of engineers, automated systems, and advanced technology such as encryption and machine learning. We also offer easy-to-use security tools that add an extra layer of security to your account. For more information about promoting safety on Facebook, visit the Facebook Security Help Center.

We use cookies and similar technologies to provide and support our Services and use the information collected and described in this section of our policy. Read our Cookie Policy for more details.

Information about payments.

If you use our Services for purchases or financial transactions (like when you buy something on Facebook, make a purchase in a game, or make a donation), we collect information about the purchase or transaction. This includes your payment information, such as your credit or debit card number and other card information, and other account and authentication information, as well as billing, shipping and contact details.

Device information.

We collect information from or about the computers, phones, or other devices where you install or access our Services, depending on the permissions you have granted. For example, we associate the information we collect from your different devices, which helps us provide consistent Services across your devices. Here are some examples of the device information we collect:

- Attributes such as the operating system, hardware version, device settings, file and software names and types, battery and signal strength, and device identifiers.
- Device locations, including specific geographic locations, such as through GPS, Bluetooth, or WiFi signals.
- Connection information such as the name of your mobile operator or ISP, browser type, language and time zone, mobile phone number and IP address.

Information from websites and apps that use our Services.

We collect information when you visit or use third-party websites and apps that use our Services (like when you offer our Like Button or Facebook Log In or use our measurement and advertising services). This includes information about the websites and apps you visit, your use of our Services on those websites and apps, as well as information the developer or publisher of the app or website provides to us or you.

Information from third-party partners.

We receive information about you and your activities on and off Facebook from third-party partners, such as information from a partner when you jointly offer services or from an advertiser about your experiences or interactions with them.

Facebook companies.

We receive information about you from companies that are owned or more than these companies and their privacy policies.

Things you do and information you provide.

We collect the content and other information you provide when you use our Services, including when you sign up for an account, create or share, and message or communicate with others. This can include information in or about the content you provide, such as the location of a photo or the date a file was created. We also collect information about how you use our Services, such as the types of content you view or engage with or the frequency and duration of your activities.

Things others do and information they provide.

We also collect content and information that other people provide when they use our Services, including information about you, such as when they share a photo of you, post a message to you, or upload, sync or import your contact information.

Your networks and connections.

We collect information about the people and groups you are connected to and how you interact with them, such as the people you communicate with the most or the groups you like to share with. We also collect contact information you provide if you upload, sync or import this information (such as an address book) from a device.

Information about payments.

When you use third-party apps, websites or other services that use, or are integrated with, our Services, they may receive information about what you post or share. For example, when you play a game with your Facebook friends or use the Facebook Comment or Share button on a website, the game developer or website may get information about your effectiveness of their advertising without providing information that personally identifies you, or if we have aggregated the information so that it does not personally identify you. For example, we may tell an advertiser how its ads performed, or how many people viewed their ads or installed an app after seeing an ad, or provide non-personally identifying demographic information (such as age, or gender, or location) to third-party partners to help them understand your audience or customers, but only after the advertiser has agreed to abide by our advertising guidelines.

Please review your advertising preferences to understand why you’re seeing a particular ad on Facebook. You can adjust your ad preferences if you want to control and manage your ad experience on Facebook.

Vendors, service providers and other partners.

We transfer information to vendors, service providers, and other partners who globally support our business, such as providing technical infrastructure services, analyzing how our Services are used, measuring the effectiveness of advertising, helping you to interact with our Services, facilitating payments, or conducting academic research and surveys. These partners must adhere to strict confidentiality obligations in a way that is consistent with this Data Policy and the agreements we enter into with them.

Public information.

Public information is any information you share with a public audience, as well as information in your Public Profile or content you share on a Facebook Page or another public forum. Public information is available to anyone on or off our Services. When you comment on another person’s post or like their content on Facebook, that person decides the audience who can see your comment or like. If their audience is public, your comment will also be public.

People that see content others share about you.

Other people may use our Services to share content about you with the audience they choose. For example, people may share a photo of you, mention you at a location, tag you in a post, or share information about you that you shared with them. If you have concerns with someone’s post, social reporting is a way to report it quickly and easily help for someone they trust. Learn more.

Apps, websites and third-party integrations on or using our Services.

When you use third-party apps, websites or other services that use, or are integrated with, our Services, they may receive information about what you post or share. For example, when you play a game with your Facebook friends or use the Facebook Comment or Share button on a website, the game developer or website may get information about your effectiveness of their advertising without providing information that personally identifies you, or if we have aggregated the information so that it does not personally identify you. For example, we may tell an advertiser how its ads performed, or how many people viewed their ads or installed an app after seeing an ad, or provide non-personally identifying demographic information (such as age, or gender, or location) to third-party partners to help them understand your audience or customers, but only after the advertiser has agreed to abide by our advertising guidelines.

Please review your advertising preferences to understand why you’re seeing a particular ad on Facebook. You can adjust your ad preferences if you want to control and manage your ad experience on Facebook.

Vendors, service providers and other partners.

We transfer information to vendors, service providers, and other partners who globally support our business, such as providing technical infrastructure services, analyzing how our Services are used, measuring the effectiveness of advertising, helping you to interact with our Services, facilitating payments, or conducting academic research and surveys. These partners must adhere to strict confidentiality obligations in a way that is consistent with this Data Policy and the agreements we enter into with them.

How can I manage or delete information about me?

You can manage the content and information you share when you use Facebook through the Activity Log tool. You can also download information associated with your Facebook account through our Download Information tool.

We store data for as long as it is necessary to provide products and services to you or others. As described above, information associated with your account will be kept until your account is deleted, unless we no longer need the data to provide products and services.

You can delete your account any time. When you delete your account, we delete the information you have posted, such as your photos and status updates. If you do not want to delete your account, but just want to temporarily stop using Facebook, you may deactivate your account instead. To learn more about deleting or your account, click here. Keep in mind that information that others have shared about you is not part of your account and will not be deleted when you delete your account.

How to contact Facebook with questions?

To learn more about how privacy works on Facebook, please check out our Privacy Basics. If you have questions about this policy, here’s how you can reach us:

- Contact us
- Facebook Help Center
Facebook's privacy policy

> 2500 words

Flesch-Kincaid Reading Ease score: 48.8
Grade level: 13

How do we use this information?

We are passionate about creating engaging and customized experiences for people. We use all of the information we have to help us provide and support our Services. Here’s how:

Provide, improve and develop Services.

We are able to deliver our Services, personalize content, and make suggestions for you by using this information to understand how you use and interact with our Services and the people or things you’re connected to and interested in off and off our Services.

We also use information we have to provide shortcuts and suggestions to you. For example, we are able to suggest that your friend tag you in a picture by comparing your friends pictures to information we’ve put together from your profile picture and the other photos in which you’ve been tagged. If this feature is enabled for you, you can control whether that another user tag you in a photo using the “Timeline and Tagging” settings.

When we have location information, we use it to tailor our Services for you and others, like helping you to check-in and find local events or offers.

Facebook friends or use the Facebook Comment or Share button on a Facebook Page or another public forum. Public information is available to anyone on or off our Services and can be seen or accessed through online search engines, APIs, and offline media, such as on TV.

In some cases, people share and communicate with may download or re-share this content with others on and off our Services. When you comment on another person’s post or like their content on Facebook, that person decides the audience who can see your comment or like. If their audience is public, your comment will also be public.

Apps, websites and third-party integrations on or using our Services.

When you use third-party apps, websites or other services that use, or are integrated with, our Services, they may receive information about what you post or share. For example, when you play a game with your Facebook friends or use the Facebook Comment or Share button on a website, the game developer or website may get information about your actions, who you are connected with on Facebook and other things you do on or off Facebook.

How do we respond to legal requests or prevent harm?

We may access, preserve and share your information in response to a legal request from jurisdictions outside of the United States, including in response to a search warrant, court order or subpoena, if we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to detect, prevent and address fraud and other illegal activity, to protect ourselves, you and others, including as part of investigations; or to prevent death or imminent bodily harm. For example, we may provide information to third-party partners about the reliability of your account to prevent fraud and abuse on and off of our Services. Information we receive about you, including financial transaction data related to purchases made with Facebook, may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm. We also may retain information from accounts disabled for violations of our terms for at least a year to prevent repeat abuse or other violations of our terms.

How can I manage or delete information about me?

You can manage the content and information you share when you use Facebook through the Activity Log tool. You can also download information associated with your Facebook account through our Download Your Information tool.

We store data for as long as it is necessary to provide products and services to you and others, including those described above. Information associated with your account will be kept until your account is deleted, unless we no longer need the data to provide products and services.

You can delete your account any time. When you delete your account, we delete things associated with your account and will not be deleted when you delete your account.

How is this information shared?

Sharing On Our Services

People use our Services to connect and share with others. We make this possible by sharing your information in the following ways:

People you share and communicate with.

When you share and communicate using our Services, you choose the audience who can see what you share. For example, when you post on Facebook, you select the audience for the post, such as a customized group of individuals, all of your friends, or members of a Group. Likewise, when you use Messenger, you also choose the people who send photos to or message.

Public information is any information you share with a public audience, as well as information in your Public Profile or content you share on a Facebook Page or another public forum. Public information is available to anyone on or off our Services and can be seen or accessed through online search engines, APIs, and offline media, such as on TV.

In some cases, people share and communicate with may download or re-share this content with others on and off our Services. When you comment on another person’s post or like their content on Facebook, that person decides the audience who can see your comment or like. If their audience is public, your comment will also be public.

People that see content others share about you.

Other people may use our Services to share content about you with the audience they choose. For example, people may share a photo of you, mention or tag you at a location in a post, or share information about you that you shared with them. If you have concerns with someone’s post, social reporting is a way for people to quickly and easily ask for help from someone they trust. Learn More

Apps and websites on or using our Services.

When you use third-party apps, websites or other services that use, or are integrated with, our Services, they may receive information about what you post or share. For example, when you play a game with your Facebook friends or use the Facebook Comment or Share button on a website, the game developer or website may get information about your actions, who you are connected with on Facebook and other things you do on or off Facebook.
Do these capture the full extent of privacy/security?
Transparency paradox
(Nissenbaum 2011)

*Simple privacy notices aren’t useful, but detailed notices are too complex.*
Comics!

More inviting than text, more engaging than video
Comics!
They are comprehensible and memorable
(not “gone in 15 seconds”)
Comics!

Inherently textured: high-level info via page layout; more detailed info in each panel
Comics!
Can be used as a uniform style for explaining privacy across multiple products
Comics!

Extra advantage for people with dyslexia or low literacy
Use case:

Google privacy policy
“Transparency and choice” section
http://www.google.com/policies/privacy/#infochoices
Planned studies:

Interview study to improve the comics

Controlled experiment to test against plain text and find the optimal length

Field trial to see if the comics work in a real life setting

Field trial 2 to find the best comics for low literacy users
Experiment setup:

Delivery method:  
Comic vs Text

Length:  
Short vs. Medium vs. Long

Test / Observe:  
Comprehension, engagement, satisfaction, decision behavior, recall (follow-up)
Example: short text

“View and edit your preferences about the Google ads shown to you on Google across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here.”
“Let’s say you want to view and edit your preferences about the types of Google ads shown to you across the web. You might want to make sure that these ads reflect your interests. Or if you find personalized ads creepy, you could opt out of personalized ads. You can visit Ads Settings to set your preferences on the types of advertisements you’d like to see. You can add a new interest. Even Google sites like YouTube, will provide ads related to your interests, which you can edit at any time. You can also opt out of Google’s advertising services, resulting in any type of ads being shown. By opting out, you will no longer be able to edit your interests. Also, all advertising interests associated with your Google account will be deleted.”
Example: short comic

View and edit your preferences about the Google ads shown to you on Google across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here.

ADD NEW INTEREST

Shoes
Example: long comic

Let's say you want to view and edit your preferences about the types of Google ads shown to you across the web.

You might want to make sure that these ads reflect your interests.

I wonder how Google comes up with these advertisements on my account?

I'm tired of seeing these ads that typically show up.

Or if you find personalized ads creepy, you could opt out of personalized ads.

You can visit Ads Settings to set your preferences on the types of advertisements you'd like to see.

I just bought shoes yesterday! Advertisements are showing me only shoes now!

Let's change your settings to something better.
<table>
<thead>
<tr>
<th>You can add a new interest.</th>
<th>Even Google sites like YouTube, will provide ads related to your interests, which you can edit at any time.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ADD NEW INTEREST</strong></td>
<td><strong>You should watch:</strong> <strong>Avengers Civil War!</strong></td>
</tr>
<tr>
<td><strong>Superhero Movies</strong></td>
<td></td>
</tr>
<tr>
<td>You can also opt out of Google’s advertising services, resulting in any type of ads being shown.</td>
<td>By opting out, you will no longer be able to edit your interests.</td>
</tr>
<tr>
<td>![Images of a shoe, a car, a potato chip, and a DVD]</td>
<td>![X through the image of the shoe, a car, a potato chip, and a DVD]</td>
</tr>
</tbody>
</table>

Since I’ve opted out, now they’re back to random types of ads.

Also, all advertising interests associated your Google account will be deleted.

YOUR CURRENT INTERESTS ARE....

[Blank]
Future tests:

Drawing style
Use of color
Type of content
Text banners and speech bubbles
Number and size of panels
Narrative flow
Use of humor
...other ideas?
Current status:

Pre-testing the different comics
We would love to hear your expert feedback!

Link to comics:

Link to position paper:

Contact info:
dcherry@g.clemson.edu, bartk@clemson.edu