

SOUPS'21

“WHETHER IT’S MORAL IS A WHOLE OTHER STORY”

Consumer perspectives on privacy regulations and corporate data practices

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PIPEDA



MIXED-STUDY METHODOLOGY

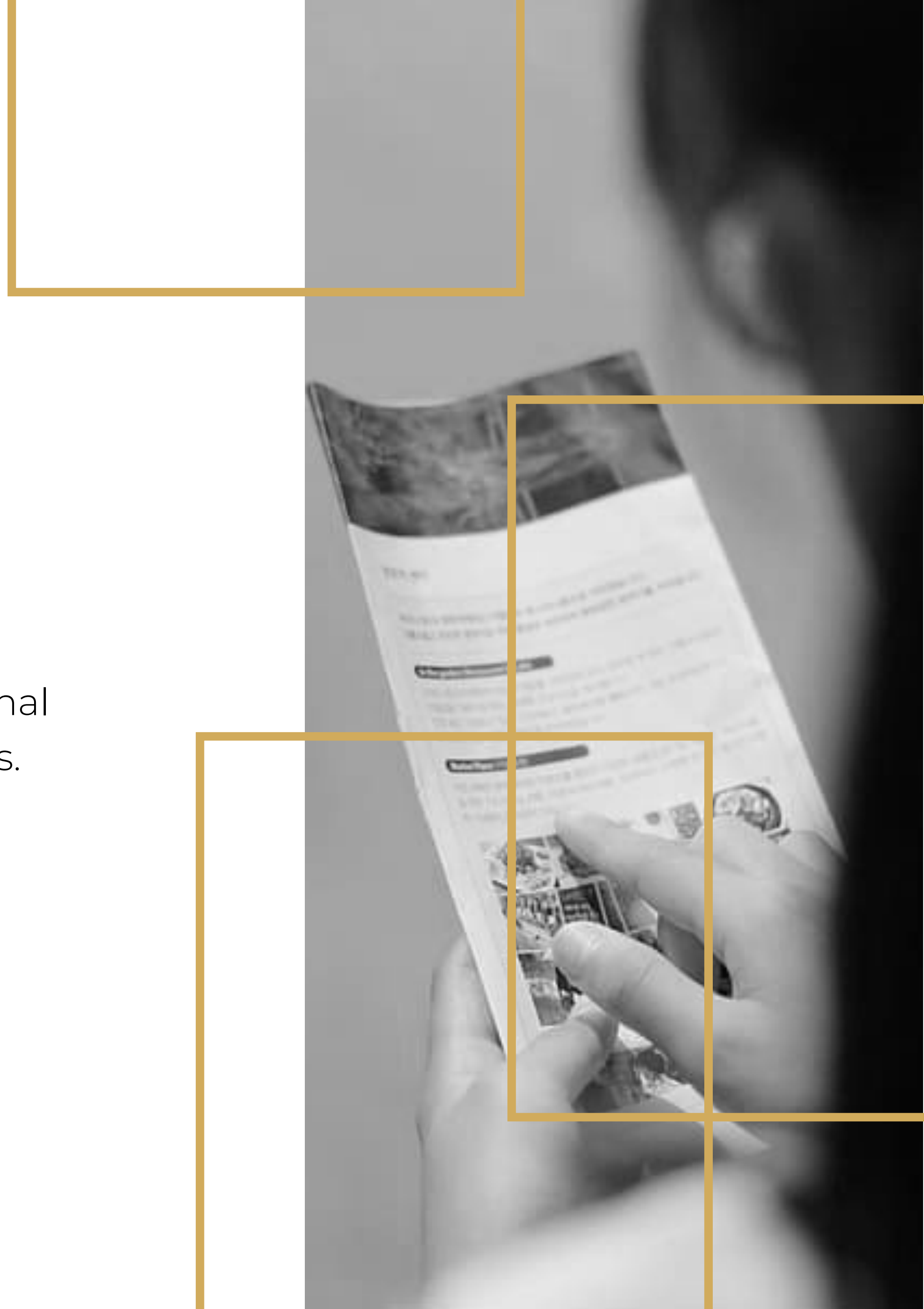
SURVEY + INTERVIEW

We investigated Canadians' perspectives on their privacy rights and corporate data practices relating to their digital data through a survey with 300 Canadian residents and followed up with 32 interviews using grounded theory analysis.

SCENARIO S3-OPT-OUT-CONSENT

PRIVACY SCENARIO

Your cellular provider notifies you by mail that the company intends to use customers' personal information for secondary marketing purposes. You could have your name removed from the marketing list by contacting the company; otherwise, it will assume your consent.

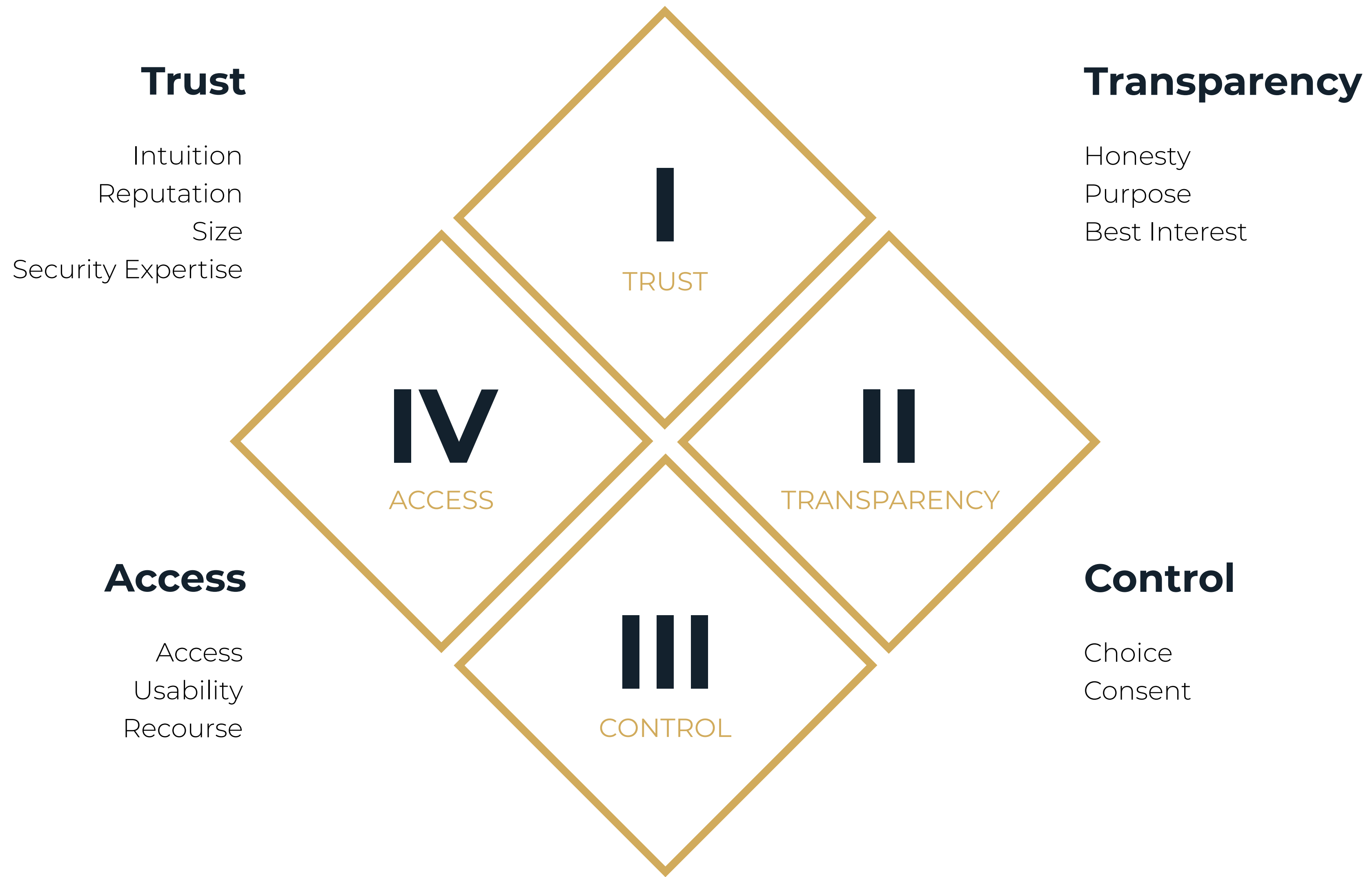


**DO YOU THINK THE
COMPANY ACTED
APPROPRIATELY UNDER
THE LAW BASED ON THE
SITUATION DESCRIBED?**

WHY OR WHY NOT?

Do I think that they acted appropriately under the law? I'm hard-pressed to say it's illegal. I mean, I could be wrong on that one, but I don't think that they're being particularly ethical. . . I don't like the optics of it, but are they being unlawful. . . ? To my knowledge, I don't think it's unlawful.





Misalignment

misalignment between privacy regulations based on FIPs and consumers' "moral code".

Control and Access

more usable and accessible data formats or end-users; stronger rights to deletion and the right to data transfer; standardization of privacy interface elements.



Consent Model

adopt a consent model similar to GDPR's "legitimate interest" model to replace the "implied consent" model in PIPEDA.

Assessment Tools

develop tools that help organizations align their practices and policies with consumer expectations.

“Whether it’s moral is a whole other story”: Consumer perspectives on privacy regulations and corporate data practices

**THANK
YOU.**

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