

Benedetto Aiello

Professor Eckert

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Privacy Policy Paper

The privacy policy I decided to write about is Youtubes, since I use that a lot compared to other platforms. I will be looking at the 3 main points of the policy that I think are the most important. I will also be discussing how the privacy policy of YouTube abides by the 10 commandments of computer ethics.

To start, I will talk about the three most important points of your tube's privacy policy. The first of these three is the fact google uses data to build better services, this essentially means that google takes ones data and uses it to do things such as develop new software, to maintain and update their current software and even using your data to give you personalized ads based on what your searching online and based on what you do while on YouTube, this is important because without this YouTube wouldn't be able to develop or show users what they would want toto see on the platform so people would be less likely to use the service. The second thing I think is important is how the guidelines clearly mention how they want people to understand how the type of information they collect when someone is using the service, I think this is an important fact as it goes into details about what exactly YouTube is doing when your using the app, and how they aren't trying to be sneaky with it, this helps them be more trustworthy as they

don't beat around the bushes so you know just what your signing up for when you use their website. Last but not least the 3rd point that I think is rather important is the fact that they allow you have a say in the information that they collect about you, I think this is a very important point as well, as it allows users of the service to have a say in what data is being used and gives them the freedom to limit that kind of data, if they so please this is important because it gives more breathing room for users and doesn't restrict them as much which can help users trust the sight and be put at ease with what data of theirs is being used. There is one more example that is not directly mentioned in the Privacy in Policy but in the Terms of Service and it is to do with the YouTube algorithm and how it works "YouTube uses an algorithm to rank and associate video content and ads with various key phrases. When ranking videos, the YouTube algorithm prioritizes a video's performance, the viewer's habits, and general topic interest" (Suss). What this quote is essentially saying is that YouTube will take data such as what its users watch in order to recommend them content that is related to what they watched, this will help the users stay engaged with the platform and is an example on how the websites positively using the data of its users to give them a better experience.

YouTube handles its privacy policy and data management of its users very well. For one the privacy policy is very clear with YouTube they do not try to hide anything and even give users the option of which data they do and do not want shared which is also giving the user lots of freedom, it also helps that the privacy policy is made by YouTube who are relatively trustworthy. "In practice what it is really saying is to think about what you are doing with computers, and to think about the impact your actions could have on others. The 10 commandments of computer

ethics are a list of rules to go by to be a safe user of the internet, “This can include not interfering with the work others are doing, so no viruses or malicious software. Doing nothing could impact people's work or data files or prevent their access to them. No hacking, spamming or causing distress through your actions. Never try to gain access to a system that you are not authorized to access and respecting the intellectual property of others.” (Parker). This relates back to my claim that YouTube has a well written and clear privacy policy as they make anything they may use a user's data for, not only that but everything they do lines up with these 10 rules of the internet, they aren't sneaky, they don't hack people and their main aim is to make a platform people can share and enjoy videos on, they only use data of users to improv their website to make the experience better for other users and even with that users choose what they want and don't want shares therefore I think YouTube does a wonderful job with its privacy policy and that it also follows all 10 commandments well.

Sited Sources

Here's how YouTube's algorithm and privacy policy affects ad revenue



URL

Website title

Date accessed

Date published

Article title

URL

Website title Date accessed

<https://www.contentgrip.com/understand-youtube-algorithm-privacy-affect-marketers/>

Content Grip

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What are the ten commandments of computer ethics?

<https://parkershaw.co.uk/blog/what-are-computer-ethics>

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