

Basic Questions

This survey is designed for "**User Study for Privacy Notice Over Voice**". Your individual responses to the survey will remain confidential, and the research team will only report aggregated data. Completing this survey will take approximately **10-20 minutes** of your time. If you agree on the requirement, you can start the survey. If you have any questions, please feel free to contact us via email at privacynoticelab@gmail.com.

- Agree and start the survey
- Do not agree and leave

Sorry, but you are not qualified for our survey. Thank you!

What is your gender?

- Male
- Female
- Non-binary / third gender

- Prefer not to say

What age group are you?

- Under 16
- 16 - 25
- 26 - 35
- 36 - 65
- Over 65

Please indicate your racial or ethnic background.

- Caucasian/White
- African American/Black
- Hispanic/Latino
- Asian/Pacific Islander
- Native American/Alaska Native
- Mixed Race
- Other (please specify)

Please specify your level of education.

- Less than High School

- High school graduate
- Bachelor's Degree
- Master's Degree
- Doctoral Degree

Which Voice Assistant do you use? / Which Voice Assistant did you use before? (Please select all that you've used)

- I don't use any voice assistant.
- Amazon Alexa
- Google Home
- Apple Siri
- Other Voice Assistants (Please provide the name)

Sorry, you do not meet the eligibility criteria for our survey, and as a result, you will **NOT** receive any rewards. Thank you for your understanding.

How long have you been using Voice Assistant?

- Less than 1 year
- 1 - 2 years

- 2 - 3 years
- Over 3 years

How often do you use a Voice Assistant?

- Multiple times per day
- Daily
- Several times a week
- Once a week
- Less than once a week

Privacy Policy Definition

Please watch the video below and answer the following question.

0:00 / 0:41



Please choose the definition of a privacy policy.

- A social networking tool
- A document specifying the collection and usage of personal information
- A feature of web browsers

Unfortunately, it appears that you did not pass the basic exam, and, as a result, you are not eligible to proceed with the survey and you will **NOT** receive any rewards. Thank you for your understanding.

RQ 1

Amazon Alexa is one of the leading Voice Personal Assistant (VPA) platforms that allow third-party developers to build new **voice applications** (i.e., called skills) and publish them to the skills store. Skills are like apps for Alexa. Users can use their voice to perform everyday tasks like checking the news, listening to music, or playing a game. The following figure provides an example of the skill.

The screenshot shows the Alexa Skills Store page for the "Jeopardy!" skill. On the left, there's a circular icon with the Jeopardy! logo. To the right, the skill name "Jeopardy!" is displayed in bold, followed by "by Volley Inc.". Below that, it says "Rated: Guidance Suggested" and shows a 4.5-star rating with 54,077 reviews. A large orange button says "Free to Enable". Below it, a smaller text says "In-Skill Purchases Available" and a speech bubble says "'Alexa, play Jeopardy!'". At the bottom, it says "Shown in: English (US) ▾ See all supported languages". On the right side, there's a sidebar titled "Manage this Skill" with a "Disable Skill" button. It lists permissions required: "This Skill needs permission to access: • Full Name • Device Country and Postal Code • Email Address" and a "Manage Permissions" button. Below that, it says "By enabling, this skill can be accessed on all your available Alexa devices." At the very bottom of the sidebar are sharing icons for email, Twitter, Facebook, and LinkedIn.

Description

Did you know that every Jeopardy! category has an "extra" 6th clue? Now you can play those clues on Alexa! With a single voice command, test your knowledge with new clues every weekday. Step up to the podium and play the same categories you saw on the latest episode! Play a wide range of categories including sports, pop culture, travel, world history, and much more! Featuring the voice of Primetime Jeopardy! host, Mayim Bialik, get the true Jeopardy! experience now as you respond like contestants on the show!

The Double Jeopardy! subscription gives you 6 extra clues every weekday, Teen Jeopardy! and Sports Jeopardy! on weekends, and access to weekly events.

Just say "Alexa, open Jeopardy" and play to get started.

Celebrate over 35 seasons of America's Favorite Quiz Show®—enable the skill and play today!

We would love to hear from you! For inquiries or support, feel free to contact us at "support@volleythat.com".

Jeopardy! ® & © 2021 Jeopardy Productions, Inc. All Rights Reserved.

Skill Details

- Rated: Guidance Suggested. This skill contains: dynamic content.
- Invocation Name: jeopardy
- Developer: [Privacy Policy](#)
- Developer Terms of Use

What is the name of Amazon Alexa's voice application?

- Skill
- Action
- CortanaApp

Unfortunately, it appears that you did not pass the basic exam, and, as a result, you are not eligible to proceed with the survey and you will **NOT** receive any rewards. Thank you for your understanding.

Do you know skills may collect your personal information?

- No
- Maybe
- Yes

This audio illustrates how users interact with Alexa skills. To assist your understanding, the following figure is a screenshot of the visual representation of the audio. The

right side displays **user input**, while the left side shows **Alexa output**.

Please listen to the audio below and answer the following question.

0:00 / 0:36

English (US) ▾

Type or click and hold the mic 

Alexa



alexa open privacy notice



Hello! Welcome to Amazon Intern Helper. What is your name?



max



Hello max! What is your phone number?



my phone number is one two three four five six seven eight nine zero



Great! When is your start date?



june first twenty twenty four

Thanks, I'll remember that you will start on June 1 2024.

Do you think the skill in the above video collects your personal information?

- No
- Yes

What personal information does it collect? (Select all that apply)

- Name
- Start date
- Phone number

Please choose the reason why you don't think **name** or **phone number** is your personal information.

- I think name/phone number is publicly available and not considered private.
- I perceive name/phone number as non-sensitive and suitable for sharing.

- After reading this question, I now consider name and phone number to be personal information.
- Others

PP-Q1

Are you aware that the Amazon platform requires skills to provide a privacy policy if they collect your personal information?

- No
- Yes

Have you ever read the privacy policy of any skill?

- No
- Yes

If you've previously read a privacy policy, here are two examples of a skills' privacy policy to help you recollect and regain a general understanding of the content and structure of privacy policies.

[Privacy Policy Example I](#)

[Privacy Policy Example II](#)

If you haven't read any privacy policy previously, here are two examples of a skills' privacy policy. Please take a moment to open and peruse them, familiarizing yourself with the content and structure of a privacy policy.

[Privacy Policy Example I](#)

[Privacy Policy Example II](#)

How much time did you spend reading a single privacy policy?

- Less than 5 min
- 5-10 min
- 10-30 min
- More than 30 minutes

Based on the above two examples, how long do you anticipate spending on reading each privacy policy?

- Less than 5 min

- 5-10 min
- 10-30 min
- More than 30 minutes

When reading a privacy policy, do you find it challenging? Please specify the difficulties you encounter. (Select all that apply)

- I don't think it is chanllenging.
- Too lengthy, takes too much time to read.
- Use of legal terminology, making the content difficult to comprehend.
- Difficult to locate essential information, such as personal data collection.
- Lack of accessibility features for those who prefer or require auditory information.
- Others

When reading a privacy policy, which section do you care about the most? (Select all that apply).

- How to collect your personal information
- How to share your personal information
- How to store your personal information
- Data Retention
- Contact Details

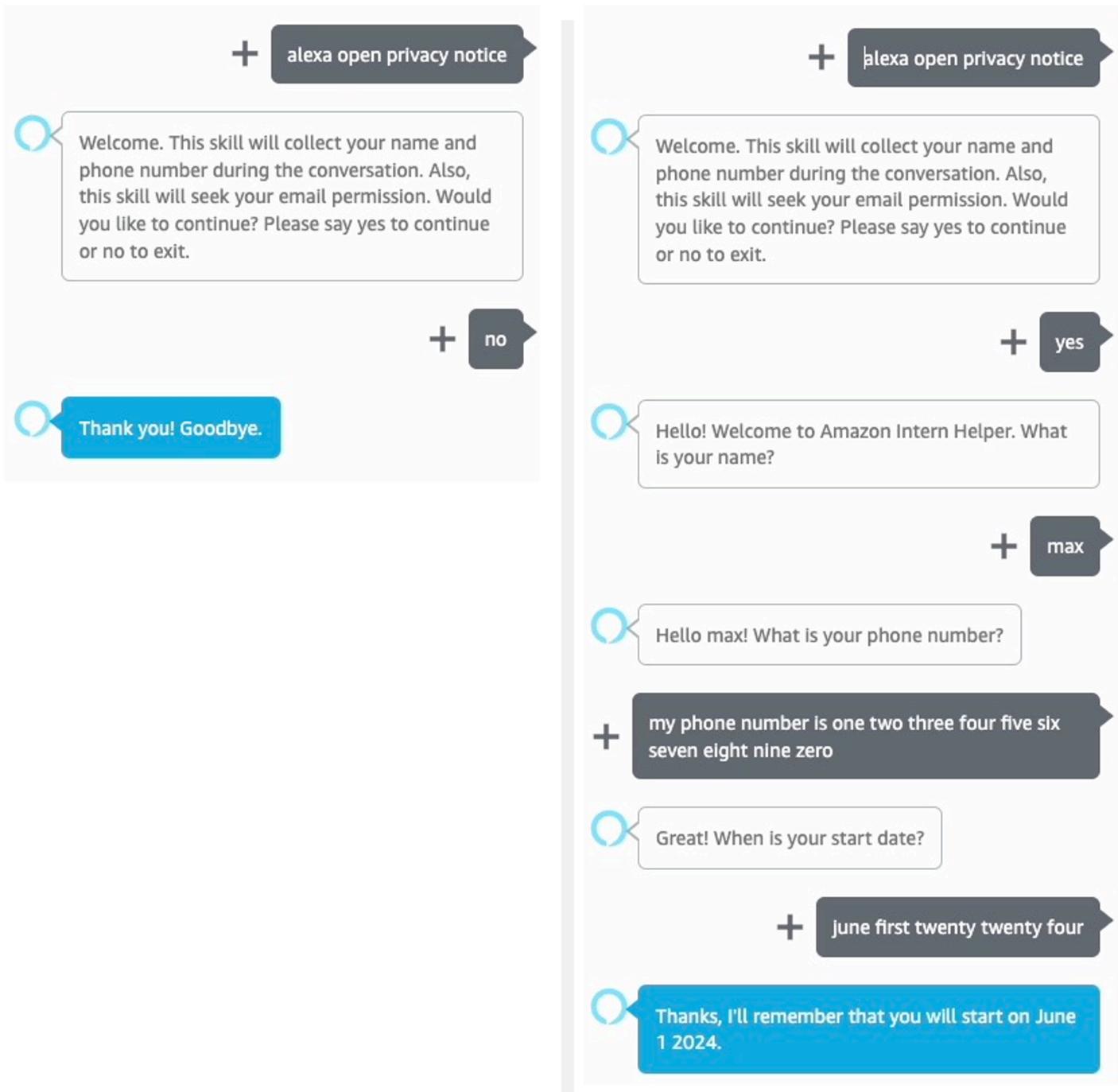
- Your Choices and Rights (e.g. access to data, correction of data, deletion of data)
- Others

After reviewing the provided privacy policy examples, do you believe that presenting the privacy policy in a shorter, more easily understandable, and accessible manner would help you better understand privacy policies?

- No
- Maybe
- Yes

Please listen to the audio below and answer the following question. To assist your understanding, the following figure is a screenshot of the visual representation of the audio.

0:00 / 1:18



In this audio, we introduce a method to inform users about data collection, which we call it "**Privacy Notice Over Voice**".

Do you think "**Privacy Notice Over Voice**" offers a better way to notify users about their privacy?

- Yes
- No – Please provide your opinions.

RQ3

This section comprises 3 pages. Each page consists of 2 distinct audio clips/videos.

Please watch the first and second video, then answer the following questions.

The first video shows real-life scenarios of people engaging in conversations with Alexa skills.

The second video shows how many steps users need to find a privacy policy for the skill in a real scenario.

Video-accessibility



Video5



Accessibility: Conversation-friendly with Alexa, prioritizing auditory information for enhanced usability, especially for the visually impaired individuals.

Which video, first or second, do you believe better presents the idea of **accessibility**?

- First

- Second
- Both First and Second
- Neither First nor Second

How do you feel about the first video, which provides a more accessible privacy notice through voice interaction?

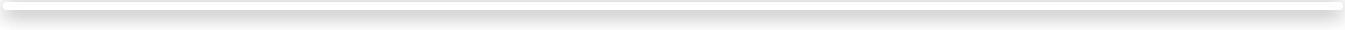
- Like a great deal
- Like somewhat
- Neither like nor dislike
- Dislike somewhat
- Dislike a great deal

Do you think people with visual impairments can complete all the steps in the second video?

- Yes
- Maybe
- No

Do you think the first video (**Privacy Notice Over Voice**) can assist people with visual impairments in understanding the data collection process?

0:00 / 1:37



- Yes
- Maybe
- No

Please listen to the first & second audio and answer the following questions.

0:00 / 1:18

0:00 / 0:36

User Control and Consent: Users should have the right to be informed, with clear options to opt in or out, ensuring control over their privacy settings and data processing activities.

Which audio, the first or the second, do you think better presents the idea of **User Control and Consent**? To assist your understanding, the following figure is a screenshot of the visual representation of the first and second audio.

First Audio

+ alexa open privacy notice

Welcome. This skill will collect your name and phone number during the conversation. Also, this skill will seek your email permission. Would you like to continue? Please say yes to continue or no to exit.

+ no

Thank you! Goodbye.

+ alexa open privacy notice

Welcome. This skill will collect your name and phone number during the conversation. Also, this skill will seek your email permission. Would you like to continue? Please say yes to continue or no to exit.

+ yes

Hello! Welcome to Amazon Intern Helper. What is your name?

+ max

Hello max! What is your phone number?

+ my phone number is one two three four five six seven eight nine zero

Second Audio

+ alexa open privacy notice

Hello! Welcome to Amazon Intern Helper. What is your name?

+ max

Hello max! What is your phone number?

+ my phone number is one two three four five six seven eight nine zero

Great! When is your start date?

+ june first twenty twenty four

Thanks, I'll remember that you will start on June 1 2024.

○ First

- Second
- Both first and second
- Neither first nor second

How do you feel about the first video, which provides 'User Control and Consent'?

- Like a great deal
- Like somewhat
- Neither like nor dislike
- Dislike somewhat
- Dislike a great deal

Please listen to the first & second audio and answer the following question.

The second audio presents if we output a real-world skill's privacy policy directly.

0:00 / 0:26

0:00 / 2:02

Readability: When covering all data collection, the summary should not be excessively long and allow users to quickly grasp the essential details.

Which audio, the first or the second, do you think better presents the idea of **readability**? To assist your understanding, the following figure is a screenshot of the visual representation of the first and second audio.

First Audio



Welcome. This skill will collect your name and phone number during the conversation. Also, this skill will seek your email permission. Would you like to continue? Please say yes to continue or no to exit.

+

no



Thank you! Goodbye.

Second Audio



Welcome. This is the data collection section from the Privacy Policy of this skill. What Information Do We Collect? We will only collect and process Personal Information about you where we have lawful bases. Lawful bases include consent (where you have given consent), contract (where processing is necessary for the performance of a contract with you (e.g. to deliver the Services you have requested)) and "legitimate interests". We collect information that you give us when contact us, or otherwise access or use our Services, any information you voluntarily submit to us, and information regarding how you use the Services. Specifically, the foregoing includes: Your Internet protocol address (i.e., IP address) and, if you access the Services from a mobile application, your unique mobile device ID number and non-email authentication. Your name, email address, zip code, current location, telephone number, profile picture, your responses, including audio communication, to in-game questions, such as Alexa surveys, or other surveys that we may ask you to complete for research purposes or to help direct Company activities, the contact information of your representative, your social media account information and information shared with us via your social media accounts. Details of any financial transactions you participate in on the Services, including the amount, currency, and method of payment. Browser and device information and information collected through technologies such as cookies, pixel tags, web beacons and other technologies. If you use our Services from a mobile device, that device will send us data about your location based on your phone settings. We will ask you to opt-in before we use GPS or other tools to identify your precise location. Would you like to continue? Please say yes to continue or no to exit.

+

no



Thank you! Goodbye.

- First
- Second
- Both first and second
- Neither first nor second

How do you feel about the first video, which provides a shorter privacy notice?

- Like a great deal
- Like somewhat
- Neither like nor dislike
- Dislike somewhat
- Dislike a great deal

Which location is better?

Figure 1: Privacy notice at the beginning.

Figure 2: You can ask about the skill at any time by saying '*tell me what data is collected*'.

Figure 3: Privacy notice at the end.

Figure 1: beginning

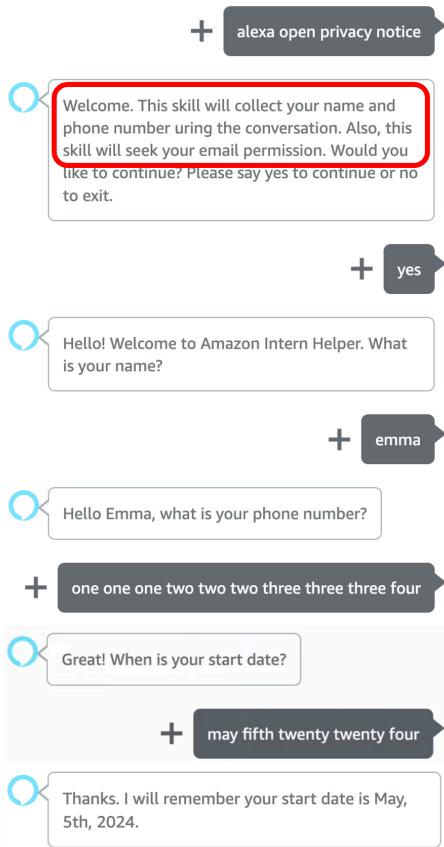


Figure 2: anywhere in the middle

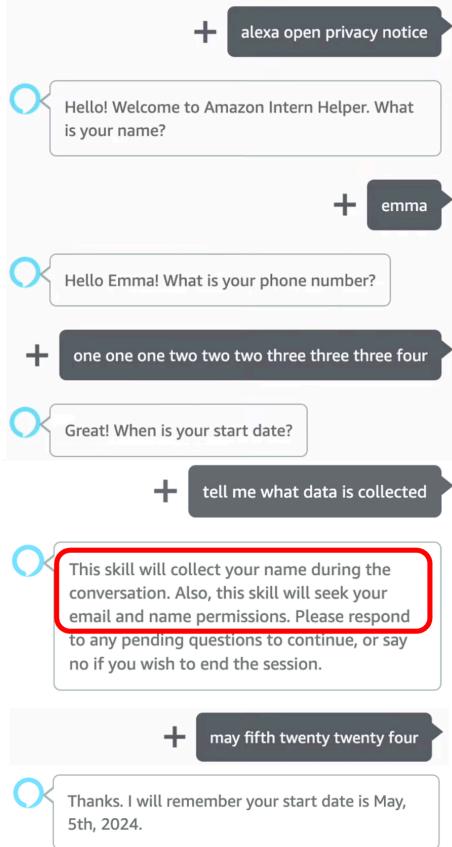
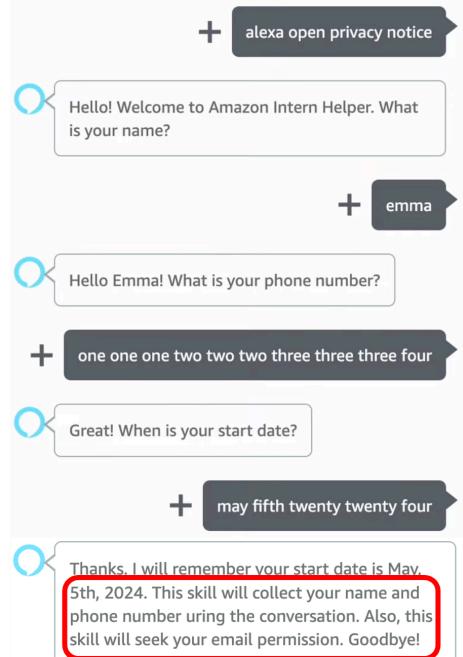


Figure 3: end



- Figure 1
- Figure 2
- Figure 3

Please listen to the first & second audio and answer the following questions.

The first audio is a skill **with** a privacy notice.

The second audio is a skill **without** a privacy notice design.

0:00 / 1:18

0:00 / 0:36

Overall, how do you feel about the design of the privacy notice?

To assist your understanding, the following figure is a screenshot of the visual representation of the first and second audio.

First Audio

+ alexa open privacy notice

Welcome. This skill will collect your name and phone number during the conversation. Also, this skill will seek your email permission. Would you like to continue? Please say yes to continue or no to exit.

+ no

Thank you! Goodbye.

+ alexa open privacy notice

Welcome. This skill will collect your name and phone number during the conversation. Also, this skill will seek your email permission. Would you like to continue? Please say yes to continue or no to exit.

+ yes

Hello! Welcome to Amazon Intern Helper. What is your name?

+ max

Hello max! What is your phone number?

+ my phone number is one two three four five six seven eight nine zero

Second Audio

+ alexa open privacy notice

Hello! Welcome to Amazon Intern Helper. What is your name?

+ max

Hello max! What is your phone number?

+ my phone number is one two three four five six seven eight nine zero

Great! When is your start date?

+ june first twenty twenty four

Thanks, I'll remember that you will start on June 1 2024.

Like a great deal

- Like somewhat
- Neither like nor dislike
- Dislike somewhat
- Dislike a great deal

In this survey, we present a method to inform users about data collection. What do we call it?

- Acoustic Privacy Alert
- Privacy Notice Over Voice
- Confidentiality Notification via Sound
- Privacy Announcement through Sonic Waves

Suggestion

Do you have any recommendations regarding the structure and format of "**Privacy Notice Over Voice**"?

Here is your survey code:

Clemson\${e://Field/RandomID}. Please copy and paste

to MTurk.

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