

Value Sensitive Design Assignment #1

Due Date: submit w/ Final Project

Write the privacy policy for the website you are designing. Your aim is to be sensitive to all the values that are at play, and make appropriate tradeoffs between them. There are two parts to this assignment:

- Write the privacy policy itself (length is somewhat flexible, but it must be readable by an average person in 5 minutes or less).
- Complete a worksheet (see attached) explaining why you wrote your privacy policy as you did.

Be realistic about what data you're going to collect, and what you're going to do with it. At a minimum, you're presumably going to want some data to improve your website via analytics, so don't just go with a utopian 'we won't collect any of your data' approach. Your interests matter too (e.g. producing a good website that will make money), and collecting data can be an important part of this. What we're looking for is a reasonable and intelligible privacy policy that, through being sensitive to all the values that are at stake, strikes an appropriate balance between collecting useful data, and respecting user privacy.

Privacy Policy Justification Worksheet

1. Briefly describe the website you are building (its purpose/functionality/etc.)

Movie Website is a website that displays information about movies. Users can search for movies by movie title and get detailed information about cast, plot, ratings and user reviews. Registered and logged-in users can also write reviews for movies, and add movies to their lists.

2. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

Film makers may be interested in our website because they want to know what audiences think of their films.

3. What data will you have access to, and what might this data reveal about its subjects?

We will have access to users' search and browsing history to analyze which movies are more popular. We will also analyze user preferences through user reviews and lists.

4. What values are relevant to your website and its privacy policy? (Note that the relevant values will depend in part on the kind of website you are building).

In addition to the information in question 3, we may also access to the location and date of birth of our users so that we can analyze the movie preferences of people of different ages and geographic regions. With these analysis results, we can more accurately recommend movies for different users.

5. What counts as “success” for the website you are building?

The huge number of users and the high level of activity are undoubtedly the success for our website. Users can use our website to find the films they are interested in, and filmmakers can get reviews from our website and produce better works in the future.

6. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).

We want to track as little information as possible about our users. But in order to expand our website and provide a better service to users, we need to analyze the behavior history and basic information of our users.