15 **Privacy**

User Behavior In 2020

Block!	Pop-ups and modals.
Block!	Push notifications.
Block!	Chat window pop-ups.
Block!	Install app prompts.
Block!	Importing contacts.
Block!	Video auto-play.
Block!	Geolocation permission.
Accept!	GDPR cookie consent.

Block!	Advertising banners.
Nope!	"Turn off ad-blocker!"
Block!	Access to camera/photos.
Nope!	Syncing contacts.
Fake!	Email input.
Maybe.	Social sign-in.
Cry ;-(	CAPTCHA.
Accept!	"I have nothing to hide!"

Carlsberg

Welcome to Carlsberg Serbia ∨
## Enter the month of your birth

1 **0** **_**

By submitting this form, you agree to the Cookie and Privacy policy of the Carlsberg Group. To learn more, please read our cookie and privacy policy...

Ask Only What Needed, Not More

Never ask more than you need. For their age prompt, **Carlsberg** asks *only* the year of birth, and ask for month and day only if necessary to verify that the customer is 18+ years old.
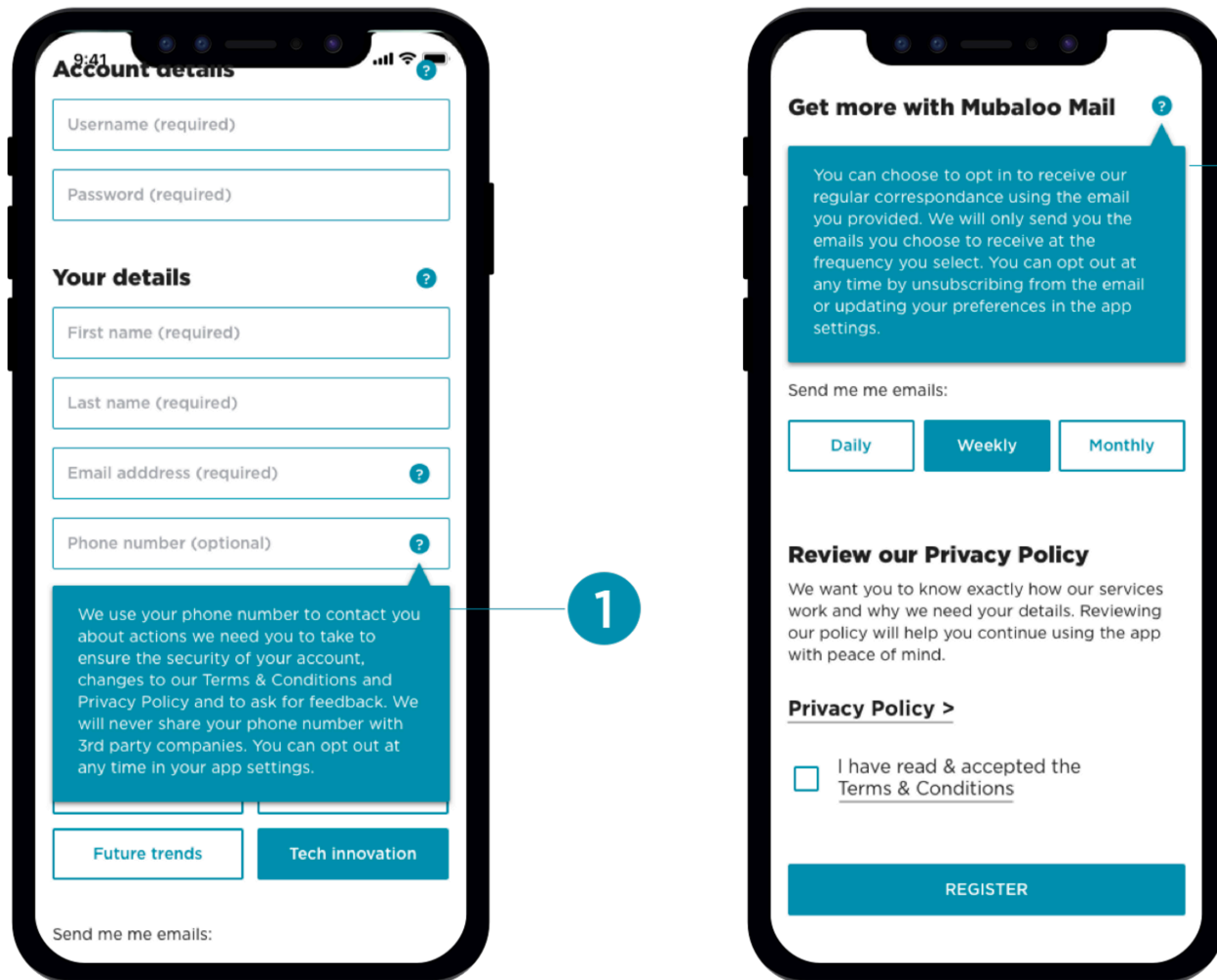
"Just-In-Time" Explanations

Doubts raise when private information is required without an adequate explanation of why it's needed. Always consider **"just-in-time"**-tooltips.

Claire Barrett, "What does GDPR mean for UX?", February 2019. https://uxdesign.cc/what-does-gdpr-mean-for-ux-9b5ecbc51a43

Explain What Is Collected

Use concise hints and summaries to explain *why* and *what* data is collected and for *how long*, and optimize all privacy-related details for **fast skimming.**

Privacy Policy

General information

How is your personal data processed?

1. General statement about the purposes of data processing
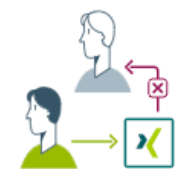
2. Information you provide to us

3. Information we automatically obtain through your use of XING

4. Information we obtain about you from other sources

5. Who may receive information about you?

What rights can you exercise?

2. Information yo

This includes data that we have obtain on XING Websites. There are both man information you can provide.

Login details
e.g. username and password

Mandatory information in the s
e.g. job title, company name, indus

Optional information in the soc
e.g. contact options, educational b

Mandatory information in othe
e.g. first name, last name, e-mail a

Optional information in other a
e.g. employer reviews

E-mail address(es)
e.g. to send you newsletters or sta

Set Up A Central Privacy Hub

Most interfaces make it difficult to adjust privacy settings after providing consent. Set up a **privacy hub** that contains all privacy policies and settings.

(via *Martin Wiesemborski*)

Jason Grigsby, ☁4
@grigs

Hey @YouTube, it's cool that you have push notifications now. May I suggest that you shouldn't not prompt immediately w/o context though?

♡ 9 7:44 PM - Mar 16, 2017

See Jason Grigsby, ☁4's other Tweets

Jason Grigsby is one of the co-founders of Cloud Four, Mobile Portland and Responsive Field Day. He is the author of Progressive Web Apps from A Book Apart. Follow him at @grigs.

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Ask Permissions At The Right Time

Never ask for permissions on the first page load. Let users engage first and invite them when they are actually ready to commit. Ask permissions only when you know for sure that **you'll receive them.**

Value of Data

" Lost in the debate about privacy are the very real *day-to-day battles* that we all face. Employees searching for new jobs without telling their boss, a partner considering proposing to their partner, choosing what information to reveal on a dating profile. The list is endless.

Healthy Business Metrics Mix

Increase! Conversion rate.

Reduce! Time to repeat purchase.

Improve! Recommendation strength.

Reduce! Time to first share.

Reduce! Time to first purchase.

Reduce! Time to first upgrade.

Improve! Custom perf metrics.

Increase! Life-time value.

Measure! Sales and marketing costs.

Reduce! Customer support inquiries.

Reduce! Confusing encounters per visit.

Reduce! Negative encounters per visit.

Reduce! Total cost and ratio of returns.

Reduce! Ratio of negative reviews.

Reduce! "Marked as spam" signal.

Increase! "Turn-around" score.

Privacy Design Checklist

01 — What user's data is absolutely necessary for our service to be fully functional?

02 — Which data do we consider as "mandatory" for our business?

03 — Can we group user's data according to low/medium/high priority?

04 — When are the right time/place in the UI to get "high priority" permissions?

05 — Can we gradually request more user's permissions when we need them?

06 — Can we never prompt native permission requests automatically (often dismissed)?

07 — Are all permission requests prompted manually by the user ("Turn on location" etc.)?

08 — Do we ask for permissions only if we are likely to get them?

09 — Do we show install app prompts only when we are likely to get a "yes"?

10 — For every permission request, do we explain why we need it and what value it provides?

11 — What third-parties do we use, and what data do they collect?

12 — How can we influence, restrict and track the data that they collect?

13 — Do we ask only what we absolutely need to know (by default)?

Privacy Design Checklist

14 — Do we collect optional data only if we have a permission for it?

15 — Can we set up a centralized privacy hub with an overview of all user's data?

16 — Is it easy to adjust privacy settings (revoke consent, modify permissions)?

17 — Can customers extract and delete their personal data?

18 — Can customers be irrevocably forgotten (3rd-parties, backups)?

19 — Do we provide a friendly TL;DR version/summary of our privacy policy?

20 — Do we have a solution for cookies/privacy policy in place?

21 — Do we have a clear picture of our obligation regarding data protection legislation?

22 — What impact does an install app prompt have on the conversion in the funnel?

23 — What impact does a newsletter box pop-up have on the conversion in the funnel?

24 — What impact does a chat window pop-up have on the conversion in the funnel?

25 — Did we measure the impact of "grey" patterns on costs in marketing/support?

Privacy Design Checklist

26 – Can we measure conversion without pop-ups/app prompts on a slow weekend?

27 – Do we also measure time-to-repeat-purchase, time-to-share, life-time value?

28 – Does the site/app work properly with popular ad-/tracking blockers?

29 – Do we group cookies and explain how each group helps us?

30 – Do we allow customers to reject entire groups and also individual services?

31 – Can we avoid blocking out the entire page with a cookie consent?

32 – Can we avoid setting any non-functional cookies on critical landing pages?

33 – Do we know the impact of enabling users to rejecting all cookies quickly?

34 – Do we give customers good reasons to submit valid data (phone number, email)?

35 – Do we provide info-tooltips for every piece of data we are collecting?

36 – When asking for title, do we provide a way out ('Human!')?

37 – When asking for gender, do we provide a way out ('I'd rather not say')?

38 – When asking for age, do we provide a way out ('Forever young!')?

Privacy Design Checklist

39 — When asking for phone number, do we provide a way out ('optional')?

40 — Do we really need birth date, or do we need age confirmation or day of birth?

41 — Should we allow customers to choose the frequency of notifications?

42 — If we anticipate a high volume of notifications, can users snooze/pause them (24h)?

43 — What's the key data we need to initiate a sign-up/free trial? (email/phone/zip code)

44 — Did we consider the offboarding experience (what happens to user's data)?

Privacy UX

Privacy Design Patterns

01 — Translate privacy UX to business vocabulary.

02 — Measure hidden costs and a mix of metrics.

03 — Ask only what you need to know, and not more.

04 — Always provide a way out: no binary input.

05 — Users are very good at finding a way out.

06 — Getting accurate data requires effort.

07 — "Just-in-time" explanations matter.

08 — Group and refine the frequency of notifications.

09 — Group privacy policy in scannable accordions.

10 — Ask for permissions only if you are likely to get them.