Jason Yu

**DSP Project Report: Amazon**

The aim for this study was to gain an understanding of how people perceive the data privacy policies of Amazon and offer suggestions on how to address any concerns identified via survey.

Participants are comfortable with Amazon privacy defaults, but this may be due to a lack of information concerning the specifics of those policies rather than actual comfortability. Most responders (38/53) categorized themselves as knowing little about the privacy terms surrounding their Amazon accounts. Of frequent Amazon users, the correlation coefficient (Pearson) between user privacy policy awareness and concern is -0.278.

Users are aware that Amazon collects data but cannot identify all categories. Most indicate knowing how to access their account details on the Amazon webpage and not through the Data Subject Access Request.

There were only two cases of people who did not know about the data collection and both indicated increased concern with Amazon privacy policies.

Participants indicated an increase in concern after seeing the example of the Kindle dataset meant to demonstrate the extent of data Amazon collects. Of random bootstrapped samples, 90% of mean differences in the pre and post examples answers to the question about user comfortability fall in the range [-1.15, -0.95] suggesting close to an average decrease in comfortability by at least 1 level.

Recommendable action items include increasing transparency of data collected by tagging recommendations with the data used to make them. This may help address the negative correlation between awareness and concern by clarifying what personal data is being used for. Also, enabling more forms for Amazon users to express their concerns. Most participants after the survey indicate concern with their data but an unwillingness to act. Providing methods for users to express their worries would allow the company to work towards addressing them.