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 <u>all</u> 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. <u>Your</u> 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.)**

Our website serves the purpose of selling electronics specifically mobiles and laptops to users. A user upon visiting our website is first displayed a privacy policy statement and terms of use on our home page. The home page contains generic information on our range of products and offers available. A user can navigate through the navigation bar to access the login or register page. Our website allows the user to browse through various products as well filter through whether they want to view laptops or mobiles. The website's functionality also allows a search feature where the user can search for a particular laptop or mobile brand and only those brand items are displayed. A user can add items to a cart, wishlist them as well as view a product in isolation for more details.

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

The stakeholders include the general public who are interested in buying an electronics product online who come under the category of buyers. They also include sellers who are interested in using our platform for selling and advertising their products and increasing their reach. We also are aware that our platform might be of use for competitors of certain brands to observe certain e-commerce trends so they can analyse their product reach and brand.

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

The data our website has access to is strictly restricted to the purchases a user makes, what kind of products are they most interested in and how many users are registered. This helps us in understanding and availing better offers for loyal customers. We aim to better, personalize, and expand our website. We wish to understand and realise how users perceive our website and how good our reach is. We wish to communicate with our stakeholders, on suggestions including for customer service, to provide customers with updates and other information relating to the website, and for marketing and promotional purposes.

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).

We believe in not selling the user's data to third parties. In cases of requirement of the data by law , we may have to disclose the user's data without any prior notice to the user. However we provide an option to remove your personal data from our records after receiving a verified request from your end subject to the following exceptions. We ensure that deleting the user's data does not violate any legal obligation for safe and secure data handling.

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

The aim of our website is to provide a user friendly interface for those people who wish to purchase and find electronics of their choosing. We want to assure our customers that we bring forth a website to allow a safe and secure way for them to shop and browse through their favourite brands and keeping their data safe. We also wish to give access to sellers and commercial vendors a safe and user friendly platform to sell their products and interact indirectly with customers.

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).

The values like what level of PII data of the user is stored are taken into consideration by the website. The PII data like the credit card information is highly sensitive and is not stored by the website. But the data like the email, name , contact and shipping information of the user are required by the website to inform the user about the occasional offers is stored by the website in its database . The user's data is stored in Firebase which is not accessible to anyone except for the service account accessing the data.