**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.)

GallerMe is a pixel art creation website that allows you to create and share your art. While creating art, you can save the colors you use to make creating art in the future easier. Hopefully the website can also serve as a source for creative inspiration.

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

The direct stakeholders are the developers (just me) and my users.

Indirect stakeholders include the family and friends of my users.

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

The primary personal data I will have access to about my users is in their profile, which users can choose include or not, like their name and their date of birth. The only main collection of data is the artworks they create and what they name them / name the colors they save.

1. 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).

GallerMe is a pixel art website. Although it doesn’t really have any social elements to it now, like “liking” artworks, following other users, or commenting or discussing artworks, I could imagine adding that sort of functionality to GallerMe eventually. Right now, the main values are that of creativity and expression.

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

Probably just collecting a large number of users who are constantly contributing art. Obviously there would need to be many changes for that to work out. A potential way to monetize the site without using traditional advertising or selling my user’s data, could be setting up a service to let users generate NFTs of their pixel arts at some fee, or something like that.

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

Since GallerMe doesn’t really have much of a way to become particularly profitable, GallerMe is mostly able to maintain many of user’s values, like privacy and autonomy along with providing a creative, entertaining service.