

When Privacy Notices Matters: Impact of Timing on the Salience of Smartphone Privacy Notices

Jialiang Yan, Bailey Kacsmar

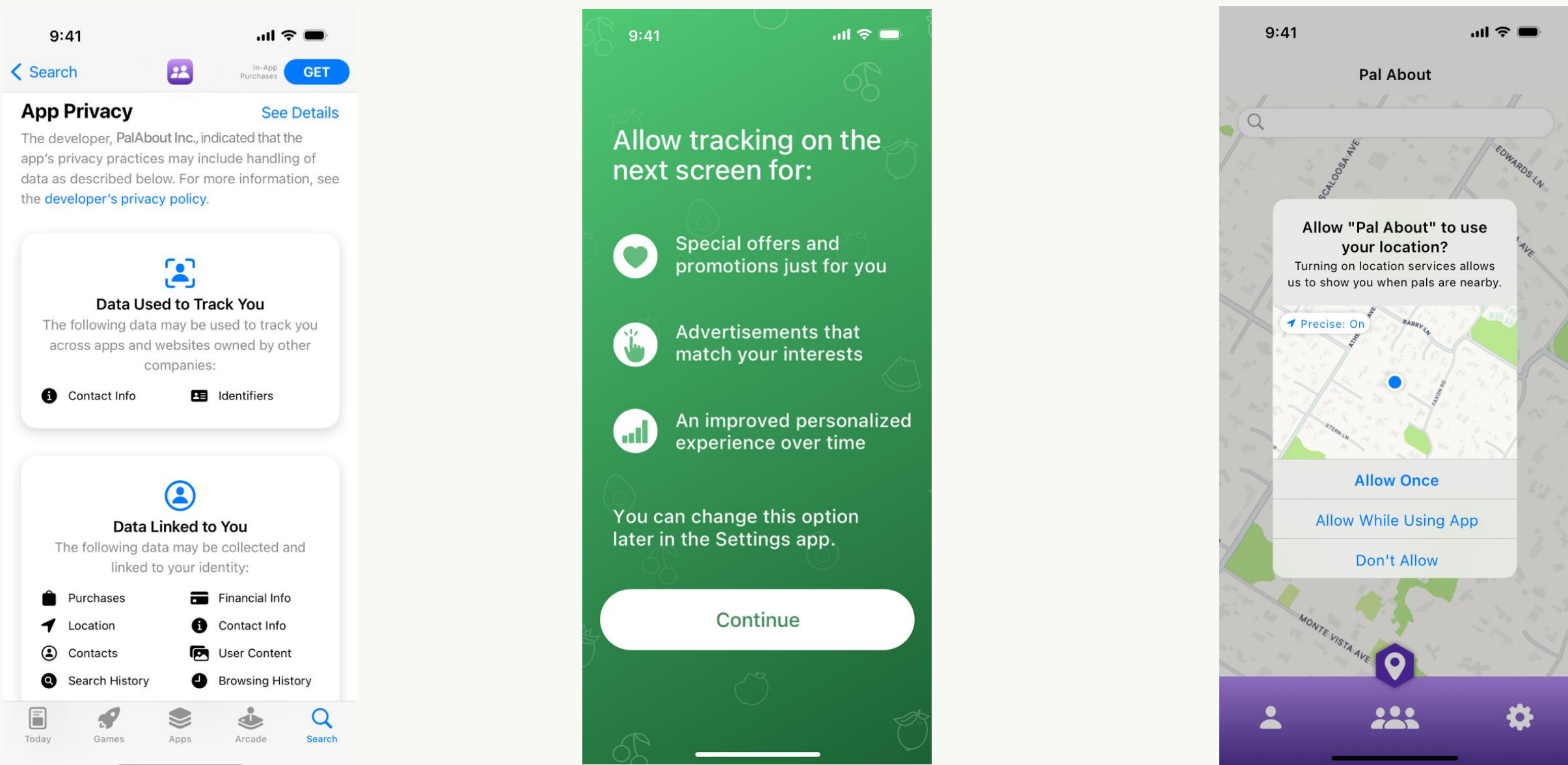
Privacy on Mobile Apps



Research Questions

- RQ1:** What is the impact of timing on the salience of smartphone app privacy notices?
- RQ2:** What is the impact of timing on user satisfaction with smartphone app privacy notices?

Privacy Notices

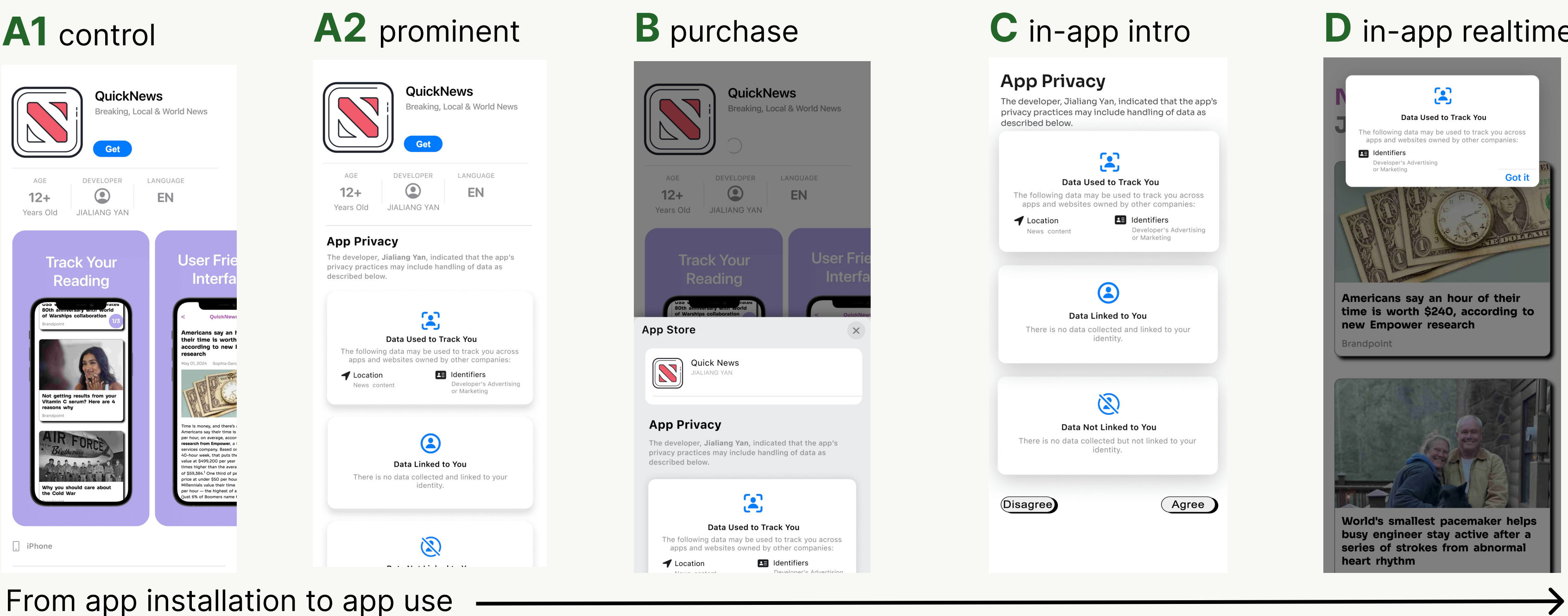
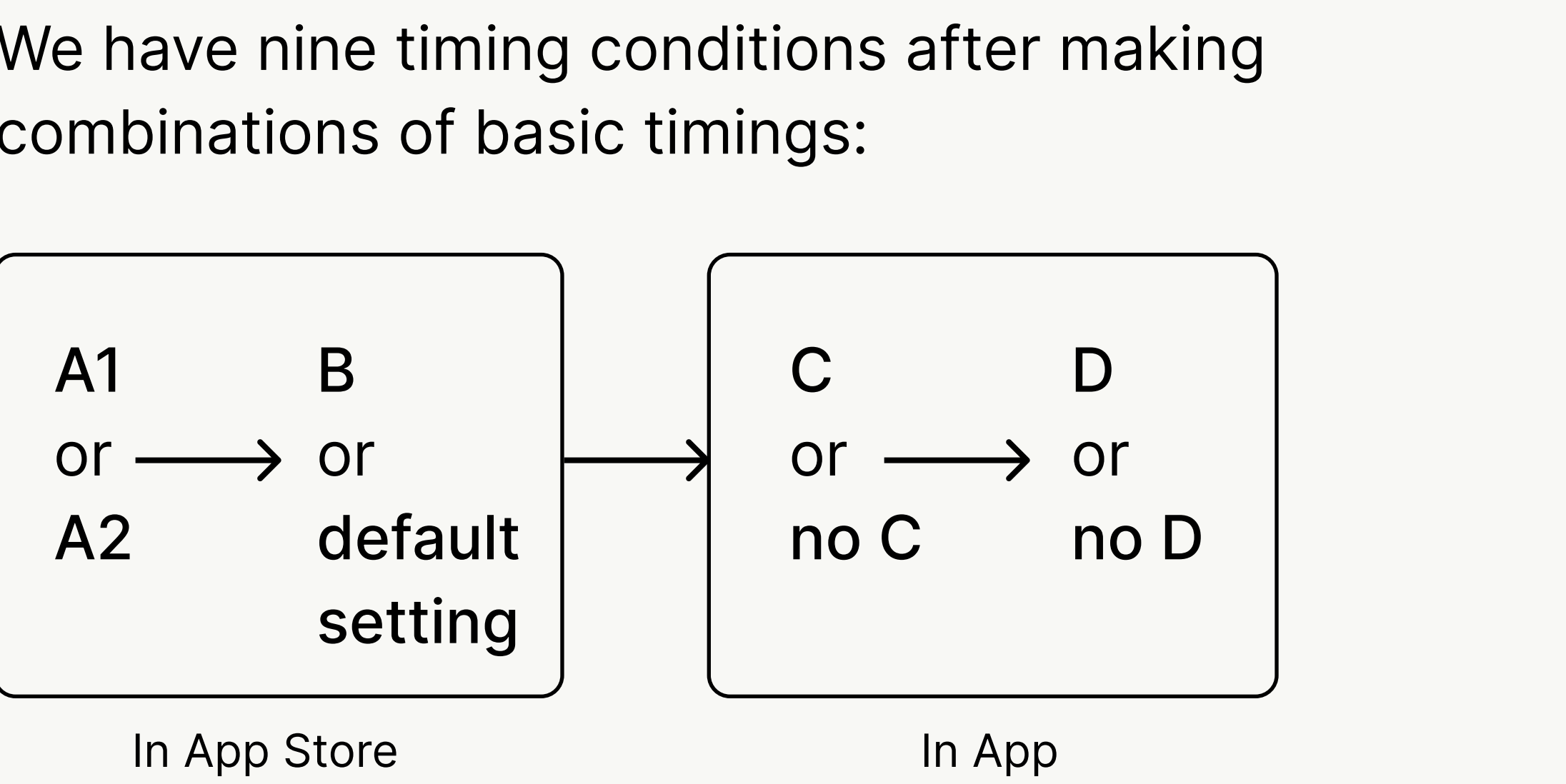


1) Privacy Nutrition Labels 2) First-use Notice 3) Runtime Permission Request

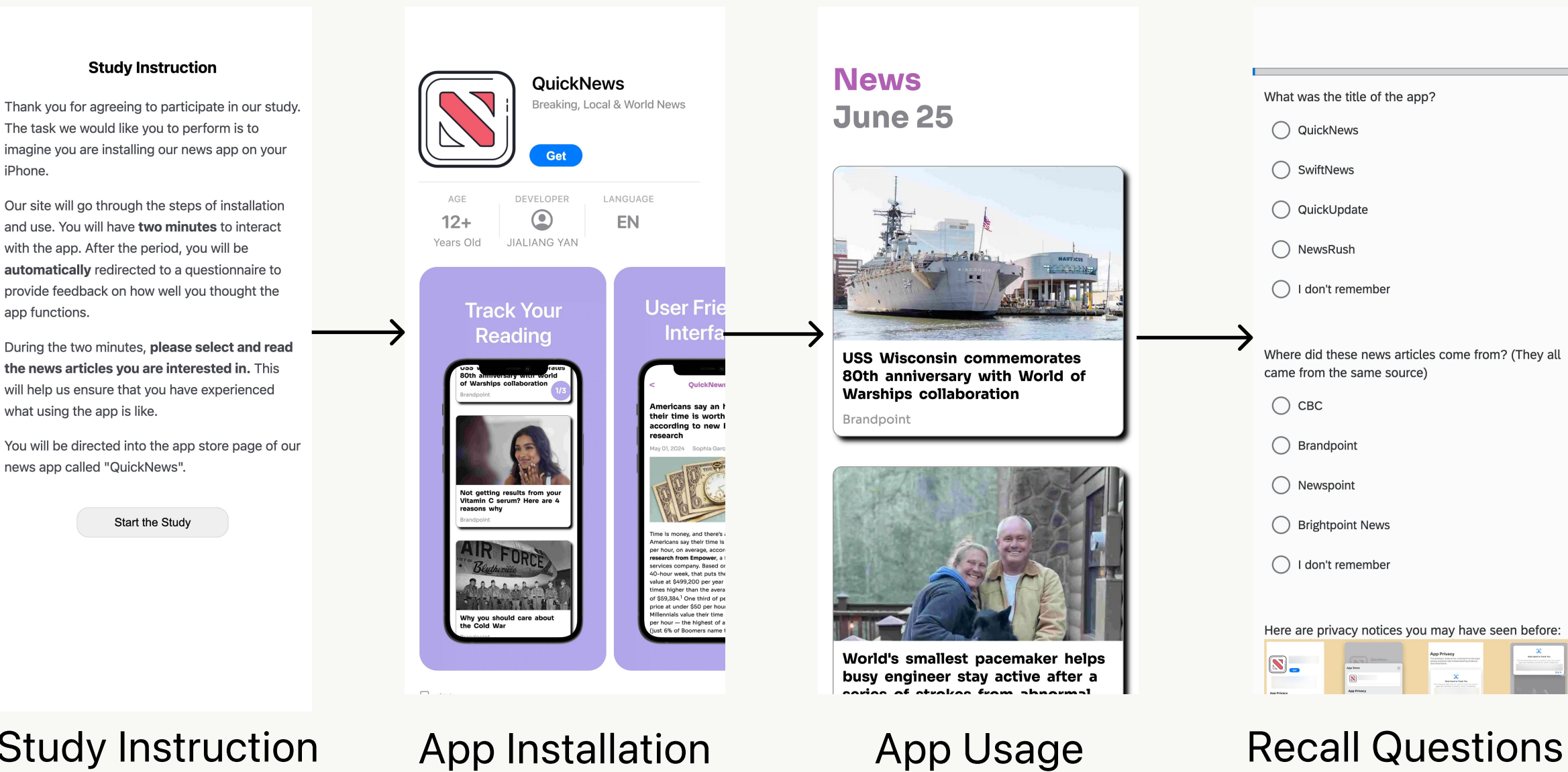
Study Design

- We validate and extend previous findings [1] through an online experiment (N = 300):
- We align with **Apple Privacy Labels** to investigate the privacy notices in accordance with current norms where privacy nutrition labels are promoted by both Android and iOS.
 - We describe our study to participants as a survey aimed at improving the user experience from app installation to app use.

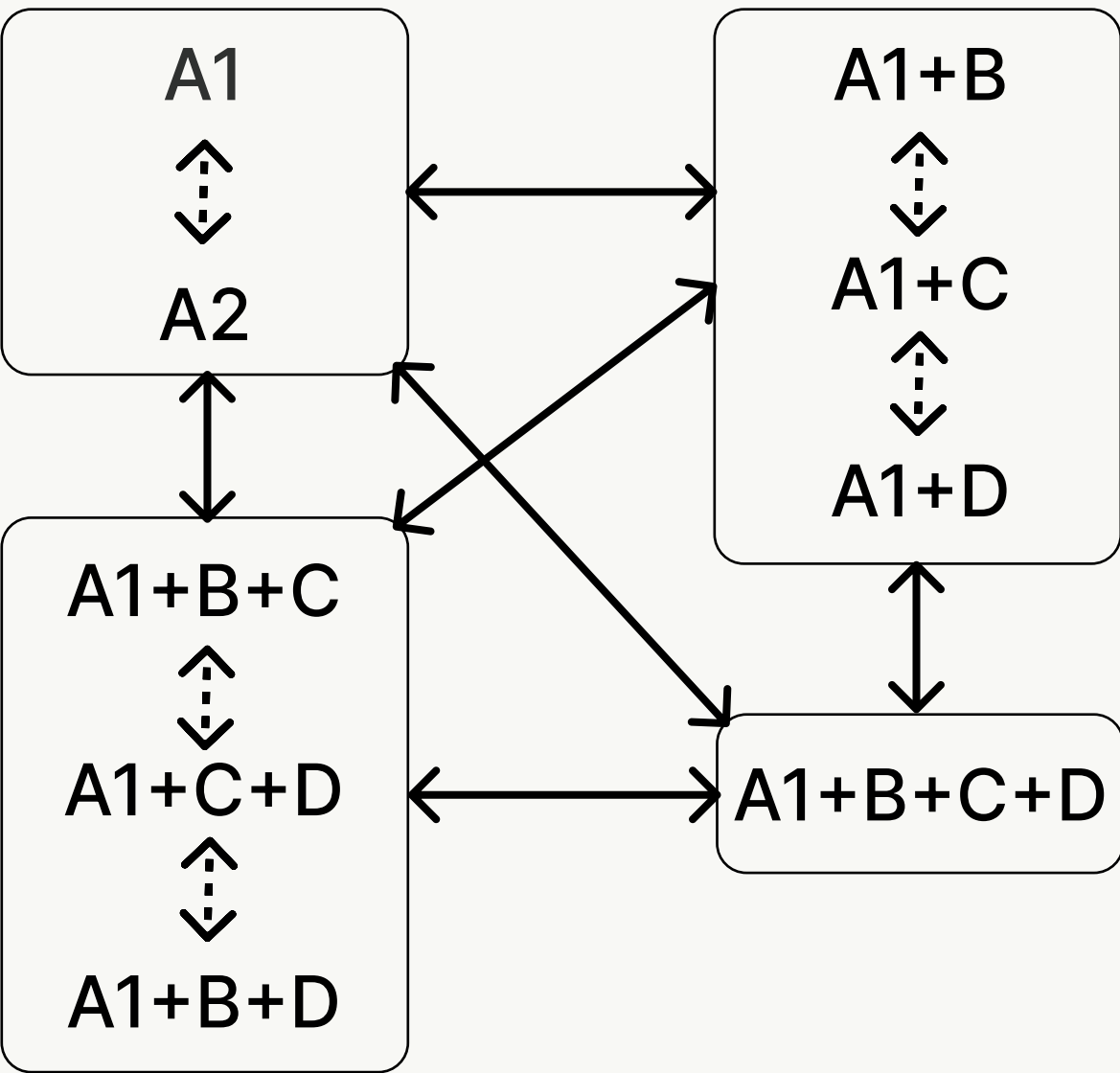
Timing Conditions



Participant Experience



Data Analysis



1. Between Group Comparison
2. Within Group Comparison
- The correct recall rate of the privacy information provided by the notice is used as a measurement of the salience of the notice.
 - Mann-Whitney U and Kruskal-Wallis tests will be employed on the recall rate.

References

- Balebako, Rebecca, et al. "The impact of timing on the salience of smartphone app privacy notices." Proceedings of the 5th annual ACM CCS workshop on security and privacy in smartphones and mobile devices. 2015.
- Ebert, Nico, Kurt Alexander Ackermann, and Björn Scheeppler. "Bolder is better: Raising user awareness through salient and concise privacy notices." Proceedings of the 2021 CHI Conference on Human Factors in Computing Systems. 2021.
- Schaub, Florian, et al. "A design space for effective privacy notices." Eleventh symposium on usable privacy and security (SOUPS 2015). 2015.