

Source: <https://rankingdigitalrights.org/wp-content/uploads/2018/09/2019RDRIndicators.pdf>

1. Transparency in collection of information

- Does the company clearly disclose what types of information it collects?
- For each type of information the company collects, does the company clearly disclose how it collects that information?
- Does the company clearly disclose that it limits collection of information to what is directly relevant and necessary to accomplish the purpose of its service?
- (For mobile ecosystems): Does the company clearly disclose that it evaluates whether the privacy policies of third-party apps made available through its app store disclose what information the apps collect?
- (For mobile ecosystems): Does the company clearly disclose that it evaluates whether third-party apps made available through its app store limit collection of information to what is directly relevant and necessary to accomplish the purpose of the app?

2. Purpose for collecting and sharing information

- For each type of information the company collects, does the company clearly disclose its purpose for collection?
- Does the company clearly disclose whether it combines information from various company services and if so, why?
- For each type of information the company shares, does the company clearly disclose its purpose for sharing?
- Does the company clearly disclose that it limits its use of information to the purpose for which it was collected?

3. Retention of information

- For each type of user information the company collects, does the company clearly disclose how long it retains that information?
- Does the company clearly disclose what de-identified user information it retains?
- Does the company clearly disclose the process for de-identifying user information?
- Does the company clearly disclose that it deletes all information after users terminate their account?
- Does the company clearly disclose the time frame in which it will delete information after users terminate their account?
- (For mobile ecosystems): Does the company clearly disclose that it evaluates whether the privacy policies of third-party apps made available through its app store disclose how long they retain information?
- (For mobile ecosystems): Does the company clearly disclose that it evaluates whether the privacy policies of third-party apps made available through its app store state that all information is deleted when users terminate their accounts or delete the app?

4. Users' control over their own information

- For each type of information the tool collects, does the company clearly disclose whether users can control the company's collection of this information?
- For each type of information the company collects, does the company clearly disclose whether users can delete this information?
- Does the company clearly disclose that it provides users with options to control how their information is used for targeted advertising?
- Does the company clearly disclose that targeted advertising is off by default?
- (For mobile ecosystems): Does the company clearly disclose that it provides users with options to control the device's geolocation functions?

5. Technical information

- Does the company clearly disclose how the tool protect the personal data?
- What kind of technology is employed?