



DISNEY PRIVACY POLICY

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POLICY OVERVIEW



Disney's Privacy Policy



Last updated
November 19th 2019



Type: Self Regulatory



Motivation: Rational-
Choice Theory

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POLICY DETAILS



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TYPES OF DATA COLLECTED



Personal Data

- Registration
- Transaction
- Location
- Activity

Anonymous Data

Aggregate Data

* Terms are defined by Disney Privacy Policy [2]

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HOW INFORMATION IS COLLECTED

Request or purchase products, services, or information

Register

Participate in public forums

Other activities on Disney's sites and applications

Respond to guest surveys

Otherwise interact with Disney using one or more devices

Cookies

Flash cookies

Pixels

Tags

Software Development Kits (SDK)

Application Program Interfaces (APIs)

Web Beacons

Analytical Tools

Other trusted sources

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USE OF INFORMATION BY DISNEY COMPANIES

The Walt Disney Family of Companies is the data controller that can use data to:

Provide services, products and/or experiences for user interaction

Communicate about accounts or transactions

Send information or request feedback about Disney features

Notify policy changes

Send offers and promotions

Personalize content and experiences (advertising included)

Better deliverables through survey research and/or analytics tools

Determine and discover potential violations of policies or the law

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SHARING INFORMATION WITH OTHER ENTITIES

Disney does not share personal information unless users allow it

- By default, Disney does not share data

Data is shared with co-branded products

- Example: Disney Rewards Visa Card

Data is shared when companies perform services on Disney's behalf

- Companies for products/services including package delivery, marketing and advertising
- These companies are prohibited from using personal information for other purposes

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YOUR CONTROLS AND CHOICES

Users have some controls over data protection. The policy describes where to go about changing control settings

Choices include:

- Correcting, updating, and deleting registration accounts
- Changing subscriptions, newsletters, and alerts
- Receiving offers/promotions of potential interest
- If Disney shares your personal information with other companies
- Controlling targeted advertisements
- Right to be forgotten
- Access to information

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CHILDREN'S PRIVACY

CHILDREN

Children means individuals who we have identified are not of legal age to consent to the collection and processing of their personal information. In the United States and Latin America, the term "children" refers to individuals under 13 years of age.

* Defined By Disney Privacy Policy [2]

Some features/content is age-gated

Parents are notified of Disney's Children's Privacy policies

Consent is obtained by parents

Personal information of children is done "no more than is reasonably necessary to participate in an online activity"

Parents have access or the ability to request access to personal information of children, as well as request that the child's information be deleted

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DATA SECURITY, INTEGRITY, AND RETENTION

Disney has implemented data security practices to protect guest information


Retains personal information "for the length of time needed to fulfill the purposes outlined in this privacy policy unless a longer retention period is required or permitted by law."

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Takes “reasonable steps” to protect personal information




Follows global laws, mentioning European Union, and Australia

DATA TRANSFERS, STORAGE, AND PROCESSING GLOBALLY

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POLICY EVALUATION



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GDPR IMPLICATIONS AND IMPACTS

Disney's privacy policy is GDPR compliant [3]

Disney explains all privacy policies online fitted with definitions and plain language

In addition, Disney provides additional data privacy notices specific to certain products, practices, or regions

Some Disney subsidiaries are pulling out of the EU due to GDPR regulations- loss in profits

Disney allows trusted third party companies to collect privacy data on you, but it is subject the third party privacy policy or platform practices in addition to GDPR

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TECHNOLOGICAL IMPLICATIONS AND IMPACT



Disney collects data whether or not you are logged in or registered

Users are subject to the privacy policy whether they are aware or not
Users "check the box" fatigue where opt-in consent language is presented so frequently consumers don't read the consents and just check the box
Consistent collection of data yields an increase in more intentional targeted advertisement



Disney uses technology to enhance a person's park experience

Disney has invested in a sophisticated RFID tag than on bands, individually coded to each visitor, and allow Disney to track individuals wherever they go in the parks and resorts with long-range RFID readers
Disney's bands are color coated and monogrammed- all for the sake of digital data purity



Disney provides parents the ability to "manage" a child's privacy through a "portal"

This allows for higher transparency for parents and increase their trust in Disney

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ECONOMIC IMPLICATIONS AND IMPACTS: FINANCIAL ANALYTICS

Hotel and parks are all tied into one, large, heavily controlled environment

Disney is building advanced AI models on itineraries, show schedules, line length, weather etc. to figure out what influence stay length and cash expenditure

Examples

- Influence a consumer's spending habits
- Increase a customer's enjoyment and decrease exhaustion via “encouragement” [4]

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CULTURAL IMPLICATIONS AND IMPACT

Disney “creates” a sense of “trust” being transparent with their robust privacy policies online

Disney offers themselves as experts in handling children data for privacy and internet safety

- However this itself has effects of Children/child-parent interaction and where there is freedom of the child
- How safe are they really with recent issues like the Disney Pedophile Ring
 - Disney, Nestle, and “Fortnite” maker Epic Games have paused advertising on YouTube after reports of a pedophile network rampant in the comments of monetized videos, according to Bloomberg and spokespeople for the companies [5]

Disney vs NSA- Disney fanatics can’t wait to get their hands on the bands, and “we” don’t want NSA tracking us because “we” don’t get anything in return

- Meanwhile, they are doing more tracking than ever and profiting i.e. MyMagicPlus program and Magic Band [4]

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“IT IS REMARKABLE HOW WILLING PEOPLE ARE TO AUTHORIZE SUCH BEHAVIOR. AT A TIME WHEN FACEBOOK INC., ALPHABET INC.’S GOOGLE AND MYRIAD OTHER TECHNOLOGY COMPANIES ARE GETTING HAMMERED OVER CONSUMER PRIVACY ISSUES, DISNEY IS RUNNING THE HAPPIEST SURVEILLANCE OPERATION ON EARTH.”

- AUSTIN CARR,
“Disneyland is tracking guests and generating big profits doing it” [7]

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OTHER IMPLICATIONS AND IMPACTS: POLICY MODIFICATIONS

The original policy was from 2019 September 10

- There is no version control, so past policies and other updates cannot be tracked (including the dates that the updates were made)

Updates include:

- Links to how a user can update their personal privacy settings
- Increased readability, especially for pro-active users
- Ease of understanding of online tracking technologies/advertising

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POLICY ASSESSMENT



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MAJOR IMPLEMENTATION ISSUES



Money

Infrastructure costs for collecting, storing, applying, and regulating data



Training/Certifications

Little training or certifications required outside of the training of employees to handle data removal/distribution cases to particular users and customer service to be updated on the latest policies



Timeline

They must have a quick timeline to stay updated with government policies



Teens and Adults with Diminished Mental Capacity

"Transition plan" for when a child using Disney services reaches adulthood is not mentioned
There is no mention of adults with diminished mental capacity
Can't assume people who use applications designed for children are children

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BUDGETING



Cost of data storage
 Cost of additional security
 App development and maintenance costs
 Algorithms for personalization
 Get money from targeted advertising
 “Implemented technical, administrative, and physical security measures”
 Security officer to handle things if/when they go bad

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ENFORCEMENT ISSUES

The main enforcement issues include:

- Ensuring all subsidiaries follow the parent policy
 - Disneyland Resort Paris is currently not fully immersed in their privacy choice website and thus has its own management system for its privacy choices
- Ensuring the protection of data in transfers and storage
 - As they mention, “no security measures are perfect or impenetrable”
 - However, they are responsible for any personal data breaches that do occur

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DISNEY+ ISSUES

On the **SAME DATE** that they updated this privacy policy, an article was released speaking on thousands of hacked Disney+ accounts

The service debuted on November 12th, and within hours hackers managed to control and sell accounts for as little as 3 dollars [7]

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EFFECTIVENESS ISSUES

When it came to updating the users on privacy policy changes, and personal updates of a users privacy, Disney elected for a user-driven implementation

- They will optimize their use of the data they have on each user, thus limiting the privacy as much as possible
- Updates to the privacy policy are announced only where necessary by law
- Costs are reduced through using third-parties to create a privacy barrier along with time as these sites/resources are already set up and usually free to use

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EFFECTIVENESS ISSUES

Privacy involves user action and is defaulted to be minimal

- To remove tracking of a users IP address and personal device in their searches, they send the user to “Do Not Track”, an outside entity that will then send Disney a signal that will stop the tracking activity
- The Digital Advertising Alliance, also accessible through the policy, will allow users to see and remove Disney’s ability to use targeted advertising

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EFFECTIVENESS ISSUES



Different Locations have their specific policy regulations

- Focuses on European Union, Australia, California, United States, and Latin America in different parts of the policy
 - It can be hard to regulate the differences based on residency or current location
- The California laws only require that they have a contact for citizens to request and remove their personal data, and they hide this contact information under “Your California Privacy Rights” section

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DATA MANAGEMENT PLAN

Data Collection
Documentation and Metadata
Ethics and Legal Compliance
Storage and Backup
Selection and Preservation
Responsibilities and Resources
Data Sharing



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DATA COLLECTION

**What data will
you collect or
create?**

- Personal Information
- Anonymous Information
- Aggregate Information

**How will the
data be collected
or created?**

- Aggregate information created using personal and anonymous information
- User provided information when requesting/purchasing products or services
- Cookies
- Analytics tools
- Trusted third party sources

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DOCUMENTATION AND METADATA

What
documentation
and metadata
will
accompany
the data?

- Title
- Creator - Sources
- Subject - Keywords describing the data
- Description
- Publisher - Disney
- Contributor - Disney and Trusted 3rd Party Sources
- Date - Published Date and Collection Date(s) in Internal Standard Organization (ISO)
- Format
- Language

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ETHICS AND LEGAL COMPLIANCE

How will you manage
any ethical issues?

- Ethical issues will be avoided by anonymizing the data wherever possible

How will you manage
copyright and
Intellectual Property
Rights (IP/IPR) issues?

- Disney will hold IP/IPR rights for any data collected
- They will only distribute information to trusted third parties when they are performing services on Disney's behalf
- These parties are prohibited from using data for other purposes

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STORAGE AND BACKUP

How will the data be stored and backed up during the research?

- Physical drives and cloud storage will be used to store the data and back up

How will you manage access and security?

- Technical: only certain user have access to certain parts of the information that can only be obtained using user identifications and passwords, two factor authentication
- Physical security measures: servers are behind a locked door and a guard sits at the entrance
- Decentralized system to decrease the damage from any particular breach
- Cyber security: Mirrored sites, fire wall, encryption of data before transfers, qualified integrators and resellers gaps, data segmentation, windowed access to data

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SELECTION AND PRESERVATION

Which data are of long-term value and should be retained, shared, and/or preserved?

- Personal information: usernames, passwords, and email addresses
- Activity information

What is the long-term preservation plan for the dataset?

- Data is to be preserved until a user requests their data to be removed
- If an account goes 5-10 years without activity, the account can be terminated

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RESPONSIBILITIES AND RESOURCES

Who will be responsible for data management?

- Disney will be responsible for data management

What resources will you require to deliver your plan?

- Data managers
- Database engineers/scientist
- Money
- Time
- Effort

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DATA SHARING

How will you share the data?

- Data will be shared via:
 - Open source where applicable
 - Limited access to be given to trusted sources

Are any restrictions on data sharing required?

- Data sharing to an outside entity is restricted by user permission

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THANK YOU FOR YOUR ATTENTION!

Any Questions?

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REFERENCES

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- [7] <https://www.washingtonpost.com/business/2019/11/19/thousands-disney-accounts-were-hacked-sold-online-little/>

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