# Privacy Policy Snapshot Challenge

By Medical Web Experts

**Mission statement:** Empower consumers in the management of their privacy.

# The problem

**There is a broad range of new** consumer health technologies **that collect and manage people's information.**

*Most people* are unaware of how their information is being used, because:

1. Privacy policies are **lengthy** and not being read, and
2. Privacy policies are **too technical** and difficult to understand.

There is *not an easy way of comparing* privacy policies among different apps.

**Developers are not familiar with privacy policies and their technicalities.**

# The solution

A wizard that will help developers generate the privacy policies they need for their apps, with a strong focus in the **consumer**, to make sure they understand how their information is being managed.

# The team

*Technology lovers who have been working in Health IT for over a decade*

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Project Manager

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# For Developers

**A command-line application with a wizard to generate the Privacy Policy Snapshot.**

## [Requirements]

Install node and npm

- node version +v6.10.1
- npm version +v3.10.10
- yarn (optional)

## [Installation]

git clone

git@github.com:NewWaveWeb/pps.git



## [Usage]

cd pps/ # Enter pps folder

npm install # Install Dependencies with npm install or yarn

npm start # Run the app

*or*

node src/index.js

# For Consumers

An easy-to-understand, easy-to-navigate mobile-responsive Privacy Policy.
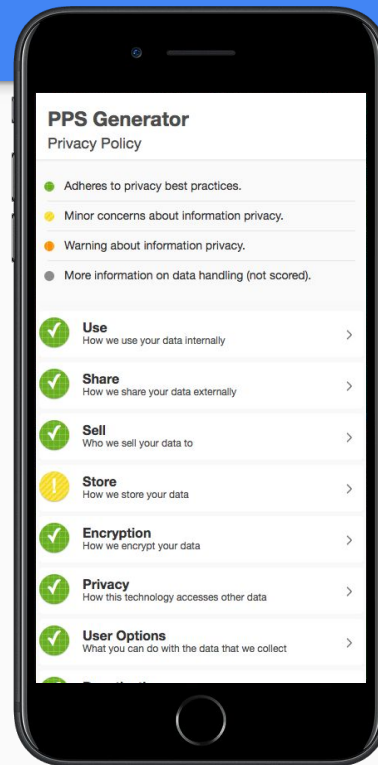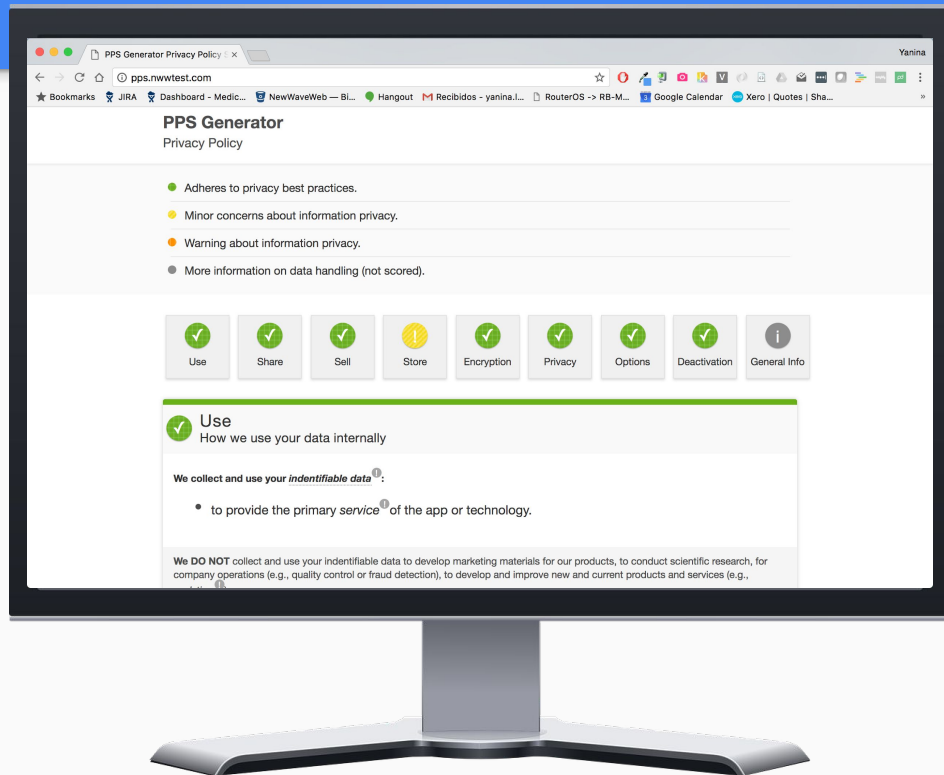


- Color-coded scoring system to bring attention to warnings consumers need to be aware of
- ADA Compliant:
  - Textures for people suffering from color-blindness
  - Text-to-speech ready
- Easy to navigate
- Easy to understand
- Mobile-responsive
- Easy-to-access concept definitions

# Consumer Testing

## User Surveys

- 8 surveys completed
- 10 multiple choice, open ended, and Likert scale items
- Respondents were men and women ages 24-65

## Focus Group

- 10-Member focus group
- Participants were executives, developers, and marketers

# Perspectives on Data Privacy (Survey)
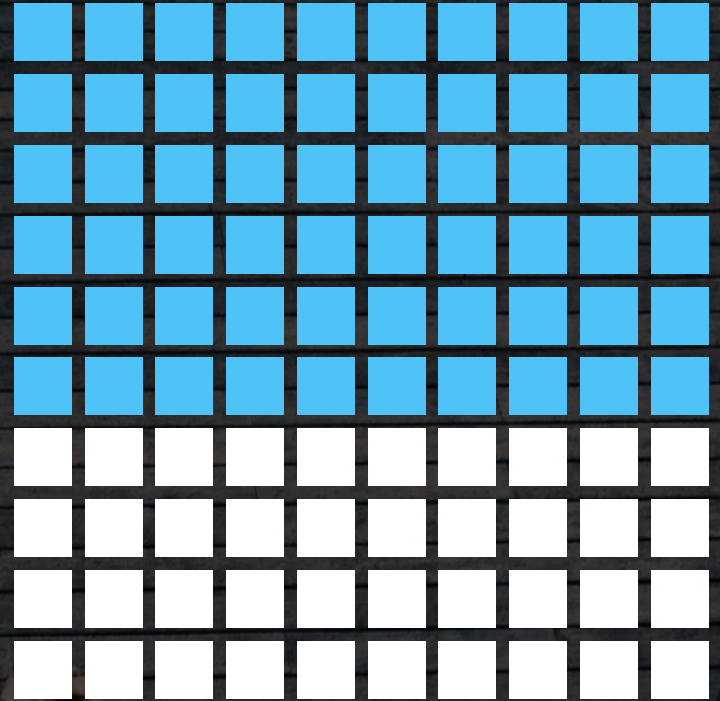
**75%** of users never review the privacy policy before using an application

**50%** of users expressed that the privacy policy is usually long, boring, time-consuming, or difficult.

- Top concerns about privacy of health information when using an app were that it **may be sold (62.5%)** and that privacy **may be compromised during transmission (50%)**.

- Provided with ten categories of health information that may be used in a health application, users felt most strongly about the **privacy of test results (75%),** followed by the privacy of **diagnoses, medications, and insurance information (62.5% each)**.

# Experience Using Privacy Policy (Survey)

## Highlights

87.5% of users found the visual presentation of the information clear

75% of users indicated that:
- The Privacy Policy was well organized
- Explanations and definitions were easy to understand
- They were able to find the privacy practice information important to them

## Areas to Improve

Only 50% of users immediately understood the purpose of the document

Only 50% of users felt it was clear where to click for more information

# Lessons & Directions (Survey, Focus Group)

## Advantages of This Tool
- Practical for developers without legal staff to create privacy policy.
- Something that is custom-made and reliable, and saves money and time.
- For users, visually engaging, easy to read, and informative.

## Version 2.0
- To make the **scoring system more clear**, add the color key at the top instead of the bottom.
- To **improve desktop navigation**, add an arrow to go back to the top.
- **Soften the scores**, to make the privacy policy more attractive for developers. Remove the overall score and change the red warning to an orange one.
- Adjust font styles and sizes to make **content grouping intuitive**.

## Version 3.0
- Incorporate a template for **generating the full privacy policy** (accessible at the bottom).
- **Better balance benefits** to users (understanding privacy concerns) and benefits to developers (easy privacy policy generator that does not devalue the app's practices).

## Optimal Definitions for Users
- We tested **four definitions for each key term** to determine which were most user-friendly.