

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.

A close-up photograph of a person's hand holding a white marker, drawing on a whiteboard. The background is blurred, showing some bokeh lights. The text 'The solution' is overlaid in white on the left side of the image.

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



Federico
Tarantini

Software Specialist



Carlos
Cucurullo

UX & Design Specialist



Yanina
Libenson

Project Manager



Marina
Komarovskiy

Research Specialist



Lionel
Cuevas

Software Specialist

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

```
pps — node • npm MANPATH=/Users/liocuevas/.nvm/versions/node/v6.10.1/share/man:usr/local/share/man
~/Projects/pps [master] $ npm start

> pps@1.0.0 start /Users/liocuevas/Projects/pps
> node src/index.js

? Legal Entity Name Medical Web Experts
? Link to full privacy policy http://www.medicalwebexperts.com/privacy-policy.html
? What is the name of your app or technology? PPS Generator
? What is its primary service? Web Development and online marketing.
? Does it belong to a covered entity?
No
? Link to Online Comment/Contact form http://www.medicalwebexperts.com/#contact-us
? Email Address admin@medicalwebexperts.com
? Phone Number 1-866-932-9944
? Address; minimum, Country 2109 Commerce St., Dallas, TX, US
? How do you USE the consumers' identifiable data* internally?
You collect and use consumer's identifiable data*:
To provide the primary service of the app or technology, To develop and improve new
? How do you SHARE consumers' data externally with other companies or entities?
You share consumers' identifiable data*:
To provide the primary service of the app or technology, To develop and improve new
? How do you SHARE consumers' data externally with other companies or entities?
You share consumers' data AFTER removing identifiers (note that remaining data may
  o For the primary purpose of the app or technology
  x o To conduct scientific research
  o For company operations (e.g. quality control or fraud detection)
  o To develop and improve new and current products and services (e.g., analytics)
  o Other
  o We DO NOT share consumers' data after removing identifiers
```

[Usage]

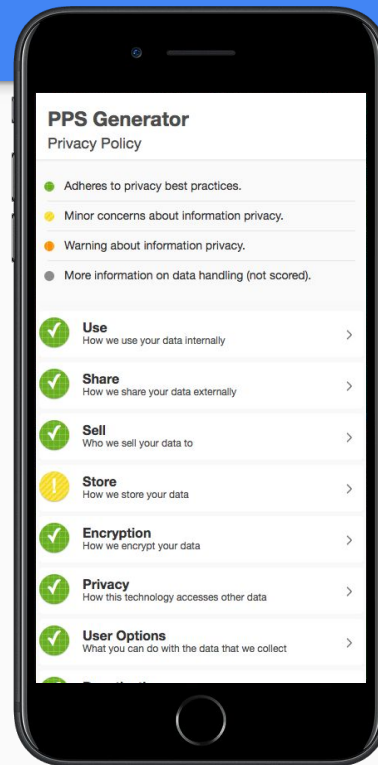
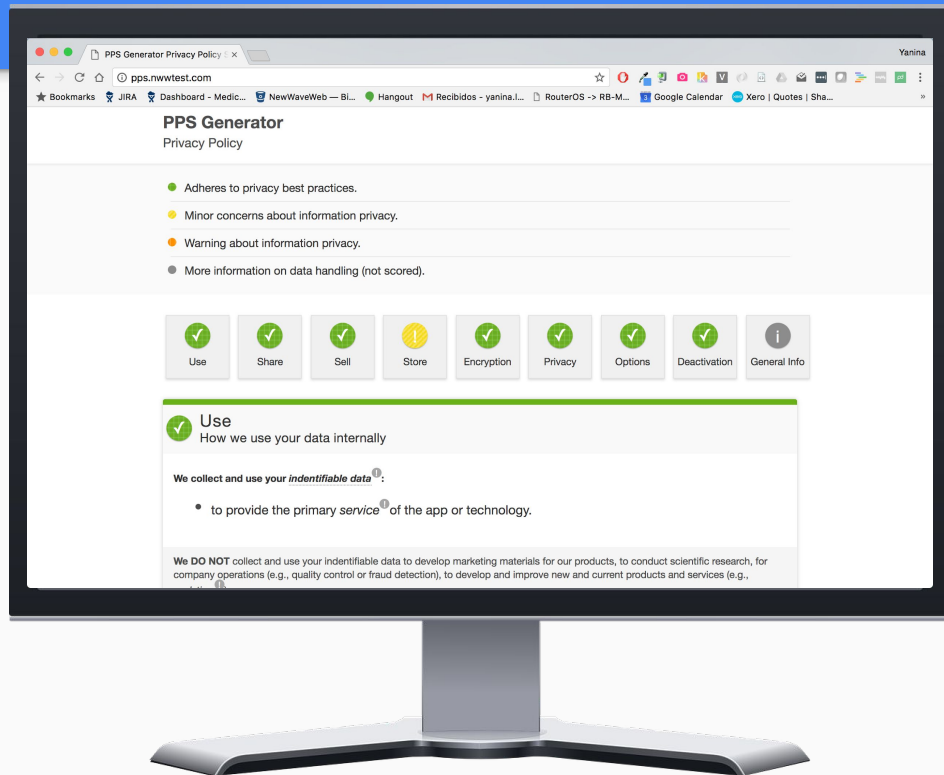
cd pps/ # Enter pps
folder

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

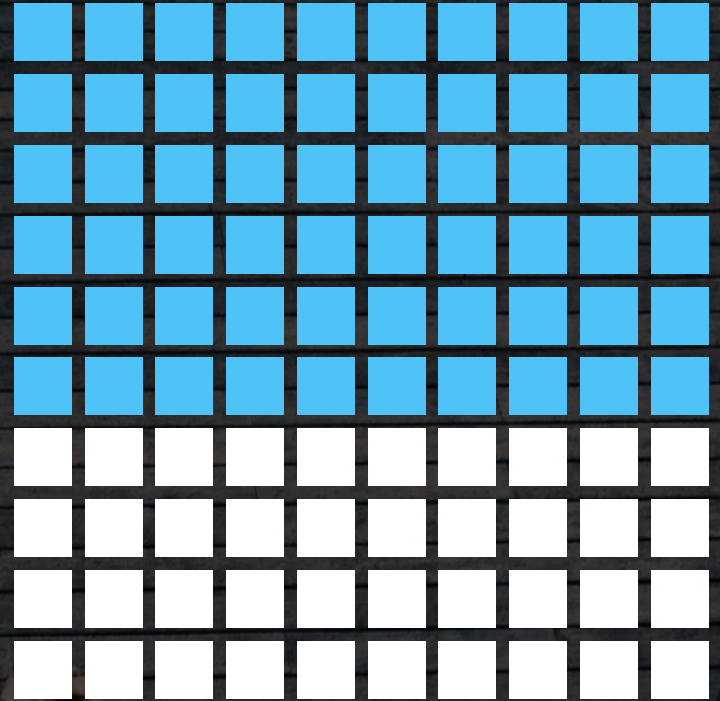
Consumer Testing

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.