

Brian Simon, 56 M, White, Bay Area Resident
Disclosure: Brian is Brooke's father

Brian's task was to create an account on instagram, and then read through the privacy policy.

- ☐ Brian went to the create account page and clicked on the privacy policy after inputting his info.
- ☐ I asked why and he said he doesn't use social media so he wants to know before signing up
- ☐ Brian was generally very confused and irritated by the privacy policy
 - ☐ Unclear what they were collecting
- ☐ He used the word vague a lot throughout reading when referring to various different componenets
- ☐ He also was surprised by how much they collected
 - ☐ "That's so creepy".... "They collect all this [bad word bleep]"
- ☐ Specifically, he thought things were unclear such as de-identifying, he didn't know what was being de-identified and it was almost impossible to find out
 - ☐ Another example was the "why and how we process data" which was formatted in a much less visually appealing way
- ☐ He also complained about the nesting of links just like meghan
 - ☐ Was scared to click on things because it would take him to new pages, and then there would be more links to click from that page so he would get lost
- ☐ Was shocked by several things: how they use location info, app browser and device info, and how long they keep the information
 - ☐ "we keep it as long as we need it. so forever"
- ☐ A lot of information he felt like was redundant and repeated two if not three times across the whole privacy policy
- ☐ When they said that they don't sell the data he was very suspicious of this claim and pointed out that although they don't take cash for the data it is likely a symbiotic bartered relationship of giving and getting data between providers, so they're still basically selling it just not for cash
- ☐ Brian's overall impression was that they are collecting too much data and are not being clear at all about what they're doing with it
- ☐ He is glad that he doesn't use facebook or instagram especially after reading this