

The participant is a 21-year-old female UCLA student of Indian ethnicity. She identifies as a visual learner and maintains an online presence on Instagram, Snapchat, and BeReal. The platforms she uses most frequently are Instagram, where she primarily consumes content, and Snapchat, which she uses to create and share funny stories. On average, she spends about 8 hours per week on social media.

Regarding data privacy, she believes that personal data is not private at all and that tech companies collect and abuse user information. To guard her privacy, she keeps her Instagram account private and ensures that her Snapchat stories are also private. However, she acknowledges that this only protects her information from other users, not from the platform itself.

Her understanding of what companies can and cannot collect is limited. She assumes that security-sensitive information, such as Social Security numbers and passport details, cannot be collected. However, she is not aware of any laws or regulations in place regarding data privacy. The information she is most concerned about protecting includes her contact details, spending history, and search history.

She has no knowledge of T&C/PP on the platforms she uses. She skips through them entirely because they contain dense text in a small font, and she simply wants to get past them quickly. The only way she would consider engaging with privacy policies is if they were condensed into five bullet points or a short video lasting no more than 30 seconds.

She has no interest in learning more about how her data is collected and used by social media platforms. When informed that Meta's tracking pixel has received data from third parties, including hospitals, she was not surprised.