

The participant is a 52-year-old male from Simi Valley, California, of Indian ethnicity. He identifies as a visual learner and has an online presence on various social media platforms. The primary platform he engages with is Facebook, followed by TikTok, Instagram (though he does not use it frequently), and YouTube. He spends approximately 10 to 15 hours per week on these platforms, primarily scrolling through content rather than posting. When he does post, it is mostly on Facebook, but even that is rare.

Regarding data privacy, he believes that privacy on social media is not effectively enforced. He is particularly concerned about how easily images can be accessed, downloaded, and reposted by others, even when they are restricted to "friends only" settings. He does not take additional steps to protect his privacy, such as using a VPN, but he does try to reject cookies whenever possible. However, he has noticed that many websites do not provide an option to opt out. He is aware that companies collect data based on user activity, such as search history, which is then used for targeted advertising. While he dislikes this practice, he recognizes that it is a standard marketing strategy.

His knowledge of data privacy laws and regulations is minimal. He is aware of opt-in and opt-out options when setting up accounts and understands that companies collect logs based on application performance. He also knows that credit card information is not supposed to be stored in clear text but is not familiar with specific legal protections beyond that. When it comes to social media privacy settings, he finds them difficult to navigate, noting that accessing them requires multiple steps. While privacy options do exist, they are not user-friendly, and many users may not be aware of them unless they are particularly tech-savvy.

The information he is most concerned about protecting includes his date of birth, financial details, and any data that could be exploited for phishing or scams. He acknowledges that scams are prevalent on social media and believes that users need either good antivirus protection or increased awareness to safeguard their information.

His interaction with Terms & Conditions (T&C) and Privacy Policies (PP) is minimal. He does not read them due to their excessive length and dense, legal-heavy terminology. He believes that these agreements are structured more for advertisers than for users. If privacy policies were written in simpler language with bold, clear statements outlining key points, he would be more inclined to engage with them. He feels that user agreements should be more transparent about what users are agreeing to and how their data will be used.

He expressed interest in learning more about how data is collected and used on these platforms. When informed that Meta's tracking pixel has received data from third parties such as hospitals, he was unaware of this but found it concerning.