

The participant is a 21-year-old female UCLA student of Indian ethnicity. She identifies as a visual learner and has an active online presence, primarily on Instagram and TikTok, though she does not use TikTok as a social media platform in the traditional sense. Other platforms she engages with include Snapchat and BeReal. Her screen time shows that she spends around seven hours per week on Instagram and approximately nine hours per week on TikTok. She engages with Instagram by posting content and viewing others' posts but does not frequently send posts to others. On TikTok, she mostly consumes content and shares videos with friends but does not post often.

When discussing data privacy, she expressed a general lack of concern, believing that whatever data exists online is already out there. She has grown up with the understanding that internet access inherently means a loss of privacy and does not believe there was ever a true sense of online privacy to begin with. However, she is mindful of the content she shares publicly, particularly in consideration of potential employers. The only privacy measure she actively takes is keeping her Instagram account private; she does not use additional tools such as VPNs or other security settings.

Her knowledge of data collection by companies is minimal, as she does not read Terms & Conditions (T&C) or Privacy Policies (PP) and assumes that most users do not either. She acknowledges that users agree to certain terms when signing up for an account but has never explored what these agreements entail. Her only exposure to data privacy regulations came from a public affairs class project focused on menstrual tracking apps. Beyond that, she is aware of basic privacy settings, such as private versus public accounts, but does not find the distinctions beyond that particularly relevant to her concerns. The data she is most cautious about includes sensitive security information, such as her Social Security number and financial details, as she worries about fraud.

Regarding T&C and PP, she admits to skipping them entirely, citing a herd mentality where she assumes that if most people are using a platform, it must be fine. She has never engaged deeply enough with these documents to know what would make them more readable or engaging. She mentioned that if she were more concerned about potential consequences, she might be more inclined to learn about them. However, at present, she is not particularly interested in understanding how companies collect and use her data.

When presented with the fact that Meta's tracking pixel has received data from third parties such as hospitals, she was unsurprised. She had previously learned about this through her public affairs project and did not find it particularly alarming.