

The participant is a 21-year-old female UCLA student of Indian ethnicity. She identifies as a visual learner and actively uses social media, primarily Instagram and TikTok, engaging with these platforms for about 30 hours per week. While she used to post frequently, her current engagement is mostly scrolling and sharing content. Other platforms like Snapchat and Facebook are either used minimally or not at all.

When discussing data privacy, she acknowledged that a lot of her personal information is already available online. Basic details such as name, email, and date of birth feel so commonly shared that she no longer considers them private. However, she expressed greater concern about data related to healthcare and financial information. In terms of privacy measures, she has antivirus software on her computer but takes limited precautions on her phone. She consistently declines app tracking permissions, particularly because she uses financial apps. In the past, she avoided using her real name online but now finds it less meaningful given the decentralized nature of personal data.

Her understanding of data collection by companies includes basic information such as name, email, phone number, browsing history, and social media interactions. She assumes that location data is collected since location services are enabled. However, she is uncertain whether companies can access financial details like credit card history or credit scores. She has little awareness of existing laws and regulations on data privacy but is vaguely aware that certain restrictions exist regarding data sales. She finds security breaches concerning, particularly when receiving emails about password leaks.

Regarding privacy settings on social media, she understands user-to-user privacy features, such as private accounts restricting access to followers. However, she is unsure about the extent of privacy controls between users and the companies themselves. The data she is most protective of includes medical and financial information.

When asked about Terms & Conditions (T&C) and Privacy Policies (PP), she assumes companies can collect and use anything posted publicly, potentially sharing it with third parties. She typically skips reading these documents, believing them to be complex and largely similar across platforms. Even if she were to read them, she doubts she would fully understand them and admits to following a "mob mentality" where widespread usage makes her less concerned. She mentioned that a more digestible format, such as a summary with expandable details, might encourage her to engage with these policies.

She expressed interest in learning more about how data is collected and used but acknowledged that deeper knowledge might also be unsettling. When informed that Meta's tracking pixel has received data from third parties, including hospitals, she reacted with concern, reiterating her fears about the exposure of medical information.