

## Value Sensitive Design Assignment #1

**Due Date:** submit w/ Final Project

Write the privacy policy for the website you are designing. Your aim is to be sensitive to all the values that are at play, and make appropriate tradeoffs between them. There are two parts to this assignment:

- Write the privacy policy itself (length is somewhat flexible, but it must be readable by an average person in 5 minutes or less).
- Complete a worksheet (see attached) explaining why you wrote your privacy policy as you did.

Be realistic about what data you're going to collect, and what you're going to do with it. At a minimum, you're presumably going to want some data to improve your website via analytics, so don't just go with a utopian 'we won't collect any of your data' approach. Your interests matter too (e.g. producing a good website that will make money), and collecting data can be an important part of this. What we're looking for is a reasonable and intelligible privacy policy that, through being sensitive to all the values that are at stake, strikes an appropriate balance between collecting useful data, and respecting user privacy.

## Privacy Policy Justification Worksheet

1. Briefly describe the website you are building (its purpose/functionality/etc.)

My website is about restaurant and food related content. The website caters to three types of users, restaurants, its employees and its customers. Through this website, customers or employees can engage with the public through likes, comments or posting reviews about restaurants' services or quality of the food items that these restaurants serve. They can also search for any food item using a third party API to find out which restaurants have that item in their menu. The website is useful for restaurants to add food items to their menus.

2. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

Direct stakeholders mainly include users who are looking for information related to details of a dish, reviews and recommendations, or compare costs. Restaurants and its employees are also direct stakeholders as customer reviews are important for them to evaluate their services and food quality. Indirect stakeholders might involve potential startups that might generate data based on customer engagement on the website in form of likes, comments or reviews, for research purposes to see which restaurants are successfully running and what cuisine the majority of the population prefer to eat.

3. What data will you have access to, and what might this data reveal about its subjects?

For a customer or employee, the website will have access to personal information like Name, Date of Birth and Email address. Restaurant Employees will further need to share their restaurant they are working in. Restaurants will need to provide information like name, address, email and date of opening. Public information includes the ratings and reviews made by the user along with the menu of the restaurant.

4. What values are relevant to your website and its privacy policy? (Note that the relevant values will depend in part on the kind of website you are building).

Values relevant to website's privacy Policy:

- Autonomy: Users can comment and rate a food dish or restaurant if they wish.
- Privacy: Users not logged in can still search food items and restaurants.

- Information Sharing: Menus of Restaurants and details of items can be viewed by anyone visiting the website.
- Profit: The website is made in a sense to profit from the services provided.

5. What counts as “success” for the website you are building?

Like any other information providing website, the success of my website also depends on the amount of user engagement I get. This involves input from users to like restaurants, their services and food items which will be helpful for other users and increase engagement even more. Similarly, the restaurants can provide the list of their food items to the customers. As more restaurants register, it will give customers more options to choose from and make an informed decision. Since the site caters to gathering and spreading information about restaurants and customer experiences, the more these parties engage in the website, the more chances it has for success.

6. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).

Relevant values were put into consideration while writing the privacy policy. Eg.: For Profit, while writing privacy policy, The sharing of information with ad-providers was added. The tradeoff being that only the public information available is shared with the ad-providers. This way the user's private information is safe and public information can be used for ad purposes and thus the website making profits from ads.