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Assignment 1

<u>Transparency</u>

http://www.dictionary.com/browse/transparent

7. Computers. (of a process or software) operating in such a way as to not be perceived by users.

Transparency to me is the ability for the user to know exactly what they are getting into. There should be a complete explanation for the user about what the website/app/application uses, why they use it, what extent they use it, and how secure their information is. As a user, I expect the highest level of security and lowest level of information needed. I am a person that likes to keep to myself and not have the opportunity to have my personal identity and belongings compromised.

<u>Completeness and clarity</u>

Completeness and Clarity are both very important for Transparency. English is a very ambiguous language in itself, so when something is left unexplained; it could cause the user to have many questions. This could cause a user to not want to use the service, as they won't know what will happen when using it. Completeness is also very important since if there is a detail left out, the company could end up having a potentially legal issue with a user. If a company does not disclose the depth of information they gather from the user and the user finds something was recorded that wasn't disclosed, they could have a very bad legal problem at hand.

<u>Privacy Policy Assessment</u>

Google:

Google's privacy policy was very well done. I feel that since their company does so much gathering of data, they require a very in depth and transparent policy. I would give their Privacy Policy a very high rating as I felt that all of the sections were covered and they covered them very far in depth. The detail made the policy very easy to understand what exactly they were getting into by using a Google service.

9Gag:

9Gag's privacy policy felt very poor. They missed many of the topics needed for a privacy policy. The sections they did cover though for the most part felt like there was a good amount of detail. There were also a few parts that were very confusing too, such as saying they may sell their data. This is ambiguous because saying "may" infers that they don't have a strong reason to do it and also they don't mention which information or even who they "may" sell it to. Overall I found 9Gag's policy to be very lack-luster and poor in quality as well as quantity.

Urban Dictionary:

Surprisingly, I found that Urban Dictionary's privacy policy to be very transparent. I felt that they fully described what exact data they would be collecting as well as why they were doing it. There was no real discrepancy I found that felt

like I didn't understand or had any confusion with. Overall I would give their privacy a relatively high score (around 80) since there was quite a bit of information given.

Time and Date:

The Time and Date website had an interesting Privacy Policy to me. Overall, it was very short and brief. For many companies, this could be a severe problem but since there isn't a lot of user interactivity with the website, it honestly should be short. They discuss that the only data they gather is the user's IP and if they make an account, then they also store that information too. Overall, I think the transparency and completeness of the policy was very well done so I would give this website a fairly high score.