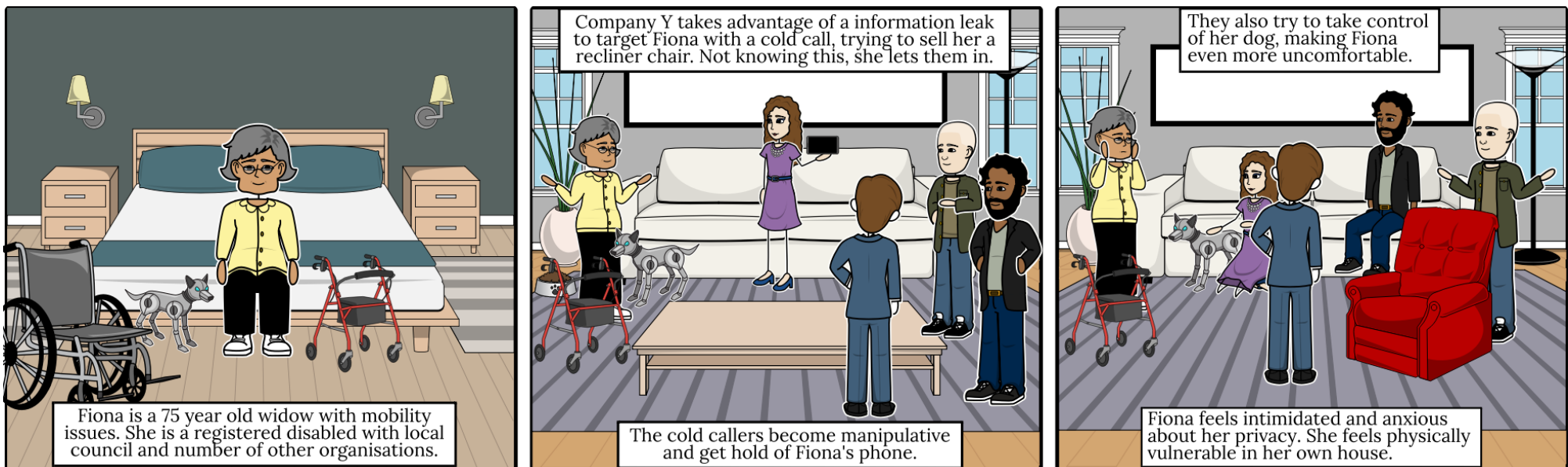**S1:** Leakage of sensitive information leading to physical access to self by strangers.

Who: company Y and its employees
What: personal (health and address) information, physical intrusion into house
Why: to sell their product

Place holder for University name

S2: Physical access to a personal digital device by a family member leading to leakage of sensitive information in a social setting.

While Martin and Monica get busy greeting their friends, Billy picks up Martin's phone.

Billy starts playing games on the phone. Out of curiosity, he clicks on a spam link while playing a game thereby leaking Martin's financial details.

Martin and Monica are waiting for their friends at a restaurant to come over for coffee. Their kid, Billy has his eye on Martin's phone.

Martin doesn't like when Billy fiddles with his phone. It has a lot of things Billy shouldn't see. He proceeds to grab his phone from Billy, but still remains unaware of what information has been compromised.
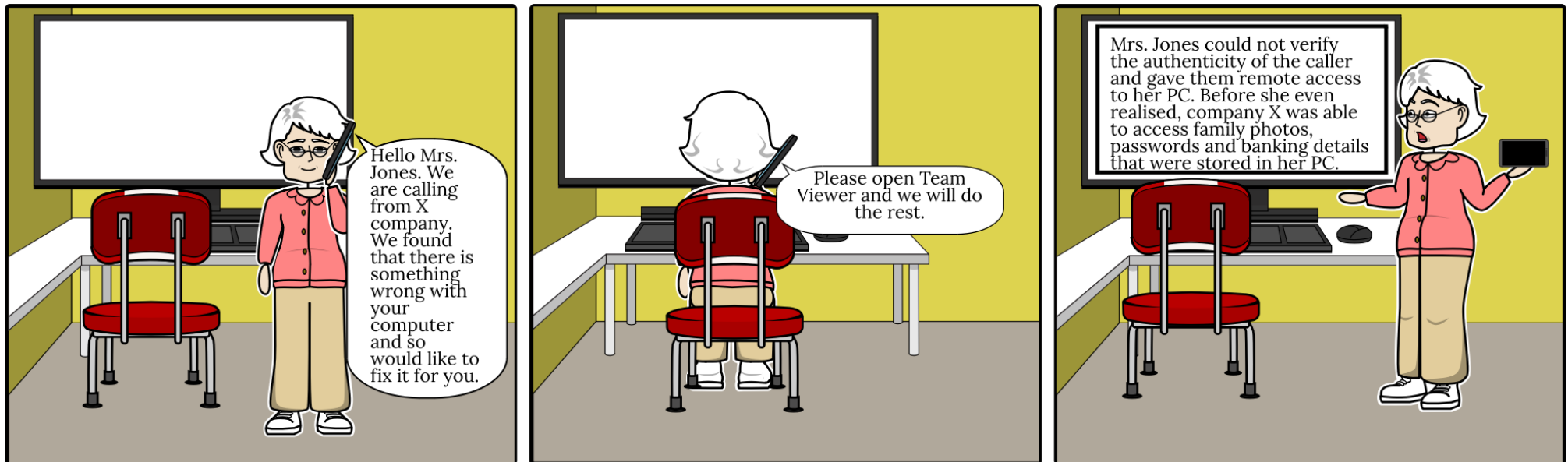
Who: Billy in the physical space, unknown online spam agent
What: digital device, online financial information
Why: Billy wants to play online game, spam agent wants to make money

S3: Cyber-physical access through social deception leading to leakage of sensitive information.

Who: spam caller
What: remote access to personal desktop
Why: steal personal information

Place holder for University name

S4: Physical access to a personal device by a stranger/acquaintance/friend leading to leakage of sensitive information in a social setting.


Tom goes to the house warming party of his best friend.

Tom streams songs from the Internet on his phone and plays them via the host's speaker. He decides to leave the phone near the speaker and enjoy his drinks and the party.

Other guests start using Tom's phone to play songs of their choice. As his phone is connected to the Internet, it receives personal chat messages and email notifications from his apps.

Busy enjoying the party, Tom has no idea who has read which of his messages and when.

Who: other guests in the party
What: physical access to his digital device
Why: to read personal information without any particular intention

Place holder for University name

S5: Leakage of sensitive information due to forgetfulness leading to increased occurrences of physical disturbances through mails and posts.
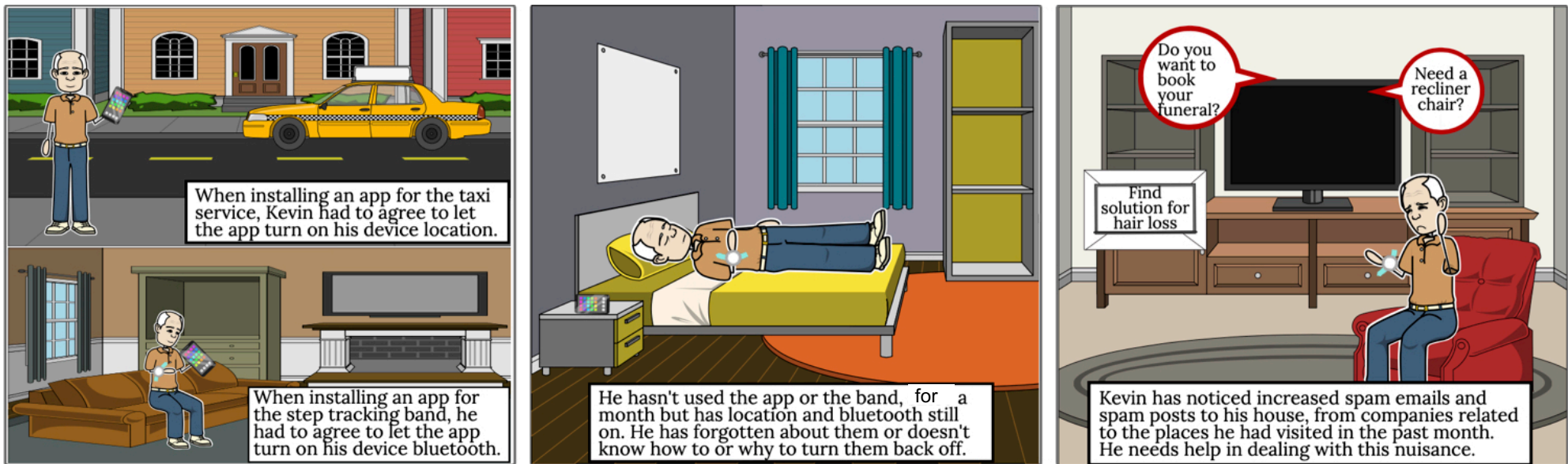
Who: taxi application, fitness band application, physical and online spam mailers

What: real-time personal (health status and location) information, spam e-mails and posts

Why: for providing app-based service to Kevin, and to sell his information to third-party agents. These agents want to advertise to sell services and products.

S6: Leakage of sensitive information leading to cyber-physical intrusion and announcement of sensitive information in a social setting.

On a sunday evening, Mark and his wife Lisa went to the nearby beach for a stroll.

While walking, they met their younger friends and started to have a pleasant conversation.

A delivery drone appeared out of nowhere and started announcing: "Hi Mark, I am from company X. I have come here to deliver this package to you, as I couldn't find you at your home. If you order more books on sexual health today, we will give you 20% discount!"

Mark and Lisa were not only shocked, but also very embarassed in front of their younger friends.

Who: delivery company and its drone
What: real-time personal (location) information, physical intrusion
Why: to deliver previously ordered product to the customer wherever he is

S7: Inability to proactively manage bidirectional privacy in physical-social world with existing digital devices.

Alice would like to invite her friends for coffee but struggles with her smartphone.

While trying to send messages to her friends, she accidentally deletes some contacts, sends empty messages and switches off phone's wifi connection.

Alice is a 70 year old widow and lives alone. She is frail and has mobility issues. It's the winter season and she feels more lonely and socially isolated.

In the end, she gets fed up with it and drops the idea of inviting people over.
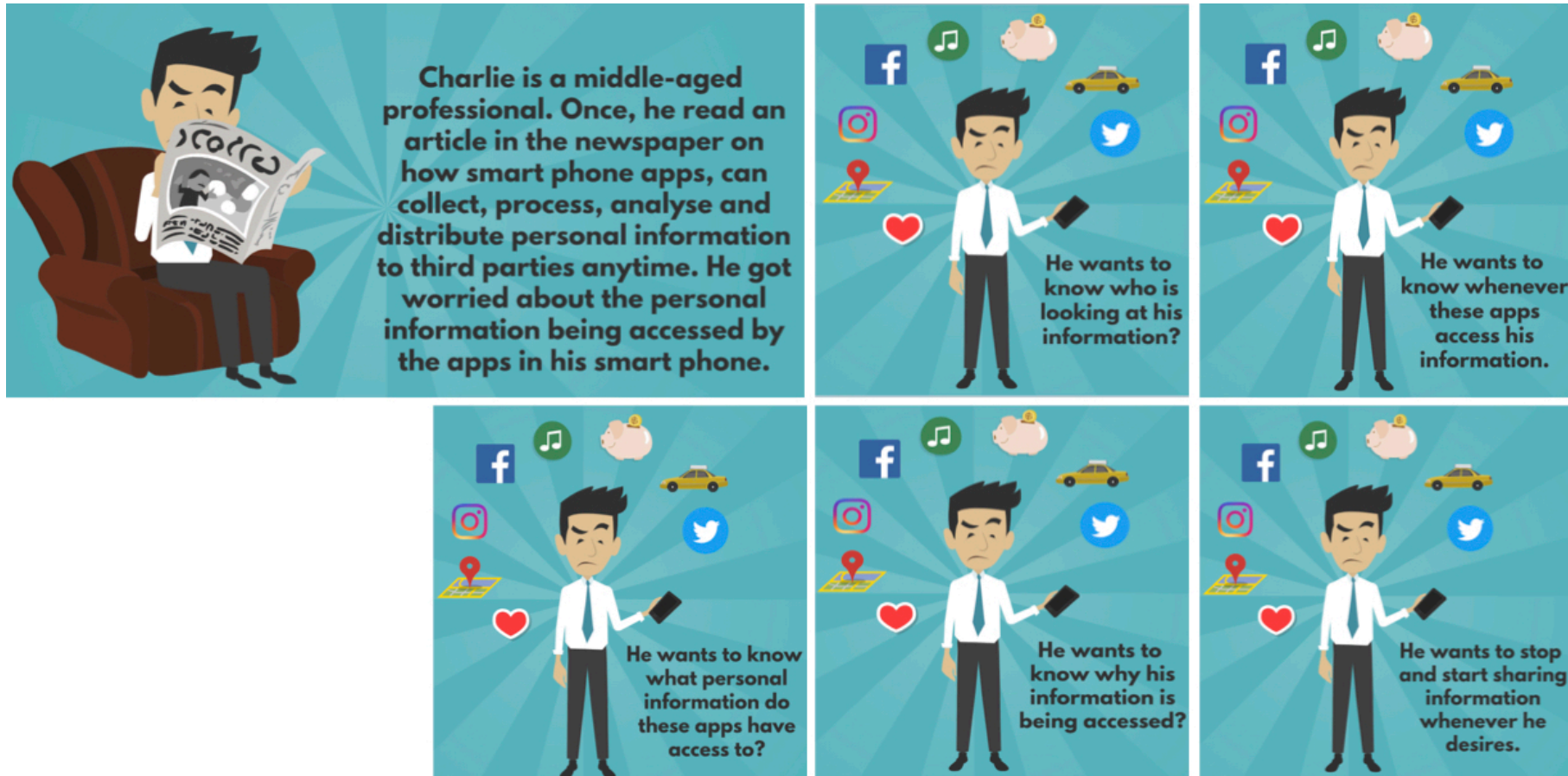
Who: nobody
What: lack of social interaction due to age related mobility and dexterity issues, and technical limitations with existing digital devices
Why: NA

Place holder for University name

S8: Inability to proactively manage information disclosure through applications of the digital world.

Charlie is a middle-aged professional. Once, he read an article in the newspaper on how smart phone apps, can collect, process, analyse and distribute personal information to third parties anytime. He got worried about the personal information being accessed by the apps in his smart phone.

He wants to know who is looking at his information?

He wants to know whenever these apps access his information.

He wants to know what personal information do these apps have access to?

He wants to know why his information is being accessed?

He wants to stop and start sharing information whenever he desires.

Who: applications in the personal device
What: all personal information in the device due to lack of technical abilities
Why: for providing app-based service, and to sell his information to third-party agents