

Labelling Codebook

Extensive Data Aggregation from Multiple Sources

The terms allow for the combination of data collected through the Services with information obtained from other companies and sources, including third-party data suppliers and public databases, with potentially no limitation to the data collection scope. Some users may find this level of data aggregation invasive, and they should be provided with clear information about why this data is collected and how it will be used.

Lack of Clarity (or Control) on Third Parties

The terms mention collecting various types of information from other sources but do not specify which sources, provide transparency about the origin of this data, or without clear limitations. Users should know where their information is coming from to make informed decisions.

Lack of Clarity on Data Use

While the collection of data is common, the terms and conditions should clearly state how this information will be used and for what purposes. Users should have the option to provide or withhold consent for specific data collection and usage.

Lack of Transparency

The term mentions reorganization, transfer of assets, and various business transactions but doesn't provide detailed information about how user data will be handled in these situations. Users typically prefer transparency and assurances that their data will be protected during such transfers.

Example: Over time, we may reorganize or transfer various assets and lines of business. Notwithstanding anything to the contrary stated herein or on our Services, we reserve the right to disclose or transfer any information we collect to third parties in connection with any proposed or actual purchase, sale, lease, merger, foreclosure, liquidation, amalgamation or any other type of acquisition, disposal, transfer, conveyance or financing of all or any portion of Meredith or our affiliates.

Privacy Policy Labelling Codebook

Definitions:

- **Clarity:** Information presented in a clear, concise, and unambiguous manner that's easily understandable to the average user.

- **Transparency:** Explicit details about practices regarding the collection, use, sharing, and storage of user data. This includes specifics like third-party involvement, data retention practices, and the nature of data used.
- **User Control:** Provisions that empower users to make informed decisions about their data, including mechanisms for data access, updating, deletion, and opt-out choices.
- **Protecting or Defending Rights:** Measures in the policy allowing data use or sharing to protect the rights, privacy, safety, or property of the company, its users, or other stakeholders.
- **Sale of Assets:** Statements indicating how user data might be treated during events like mergers, acquisitions, bankruptcy, or sale of company assets.
- **Legal Requirement & Requests from Authorities:** Clauses showing data sharing or disclosure aligned with legal obligations, court orders, or governmental authority requests.

Lack of Clarity/Non-transparency Experience

- The policy might use jargon, omit particular data practices, or be vague. This highlights potential ethical issues with the policy's clarity or transparency.

Examples:

- "Data may be used as per necessary standards and third-party accords." **Reporting label:** Non-acceptable
- "Your details could be used to improve services." **Reporting label:** Non-acceptable

User Control Experience

- Denotes how the policy enables users to regarding their data.

Examples:

- "Submit a request on our platform to view or delete your data." **Reporting label:** Acceptable
- "Users cannot prevent data sharing with advertisers." **Reporting label:** Non-acceptable

Protecting or Defending Rights Experience

- Details when data usage or sharing is for the safety, rights, or privacy of the company, users, or others.

Examples:

- "We may disclose your data to protect our rights or ensure user safety." **Reporting label:** Acceptable

Sale of Assets Experience

- Outlines how user data is treated in scenarios like mergers or acquisitions.

Examples:

- "In the event of a merger, your data may be sold without your consent." **Reporting label:** Non-acceptable

Legal Requirement & Requests from Authorities Experience

- Shows clauses where data sharing or use is due to legal directives, court mandates, or government requests.

Examples:

- "We reserve the right to share your information to comply with legal obligations."
Reporting label: Acceptable
- "We may share your data with authorities without any prior notification."
Reporting label: Non-acceptable