# Data collection tool

Data were collected via a Qualtrics survey with a custom software integration. In addition to asking survey questions, this tool:

- 1. Collected participants' browser data, only after obtaining their informed consent
- 2. Embedded an experiment, where a random 50% of participants were shown the data we asked to collect.

This document contains a non-interactive copy of the survey questions and answer options.

## Participants and recruitment

Participants were limited to the US population and were required to be eligible English speakers and 18 years or older.

Below we show the details used to recruit participants on the Prolific platform.

Estimated survey time: 2 minutes

**Pay:** \$0.60 (\$18/hr)

#### Title:

Study about web user privacy

### **Description:**

We are collecting data in order to study web user privacy and assess users' risks of being tracked across websites they visit.

#### Requirements:

- You are 18 years or older
- You are a U.S. resident

## Survey content

Italicized text communicates information about the survey, not shown to participants. Horizontal lines indicate page breaks between questions shown to participants.

#### Introduction

We are collecting data in order to study web user privacy and assess users' risks of being tracked across websites they visit.

This survey will ask you questions about your demographics.

This survey will also ask for your consent to collect information from your browser – the same kind of information that is used to track users across websites they visit. You will have the option to decline to share that data and your payment for participating in this survey will not depend on that choice.

The data you share through this survey will be made publicly available for research, but with your Prolific ID removed. Clicking to continue indicates that you meet the following requirements and agree to complete this survey voluntarily.

### Requirements:

- You are 18 years or older
- You are a U.S. resident

☐ Continue ☐ Exit without payment	
What is your Prolific ID?  [text field: automatically fills with Prolific ID from URL parameter.]	

What is your age group?  18 - 24 years 25 - 34 years 35 - 44 years 45 - 54 years 55 - 64 years 65 or older
How do you describe yourself?  Male Female Other
Are you of Spanish, Hispanic, or Latino origin?  ☐ Yes ☐ No
Choose one or more races that you consider yourself to be  White or Caucasian Black or African American American Indian/Native American or Alaska Native Asian Native Hawaiian or Other Pacific Islander Other
What was your total household income before taxes during the past 12 months?  Less than \$25,000  \$25,000 - \$49,999  \$50,000 - \$74,999  \$75,000 - \$99,999  \$100,000 - \$149,999  \$150,000 or more  Prefer not to say
Select no options and leave this empty. This is an attention check.  1 2 3 4+ Prefer not to say
Which U.S. State do you live in?
[drop down select] Options include 50 states, "District of Columbia", and "I did not reside in the United States"
Participants who fail the attention check are automatically redirected out of the survey.

We are asking to collect attributes from your web browser in order to study how devices may be tracked across websites. The data you share will be published for research. It is possible that if another website collects these attributes, they can be used to identify your device in the published dataset. If you click "Decline", then we will not collect your browser attributes.

A random subset of participants (with the "showdata=true" experiment flag) see the below table in a scrollable interface; other participants do not see the table. Below shows example values, where long values have been replaced with "..." for the purpose of this document. Browser data are only collected after the participant's explicit consent.

Here are the attributes we'd like to collect:

Attribute	Value
User agent	Mozilla/5.0 (Macintosh; Intel Mac OS X 10_15_7) AppleWebKit/537.36
Languages	en-US,en,ca
Fonts	["Arial Unicode MS","Gill Sans","Helvetica Neue","Menlo"]
Plugins	["PDF Viewer","Chrome PDF Viewer","Chromium PDF Viewer",]
Local storage	true
Timezone	America/New_York
Screen resolution	[900,1440]
Color depth	30
Platform	MacIntel
Touch points	0
Cookies enabled	true
WebGL Vendor	WebKit
WebGL Renderer	WebKit WebGL
WebGL Unmasked Vendor	Google Inc. (Apple)
WebGL Unmasked Renderer	ANGLE (Apple, ANGLE Metal Renderer: Apple M2, Unspecified Version)
Hardware concurrency	8
Device memory	8
UA high entropy values	{"architecture":"arm","brands":[{"brand":"Not A(Brand","version":"99"},]}
Canvas text	
Canvas geometry	
Canvas text hashed	[1159232804,-959516503,1697727883,147613198,1522606278]
Canvas geometry hashed	[1369032737,1864480827,-2065969454,-955405403]

## 22 rows (scroll)

[ X ] Consent to share	e (checked by default)
1 Decline	

To what extent do you agree with the following statements?
"I think that I understand how browser fingerprinting works."  Strongly disagree  Somewhat disagree  Neutral Somewhat agree  Strongly agree
"I am concerned that websites and companies try to fingerprint/track my browser."  Strongly disagree  Somewhat disagree  Neutral Somewhat agree  Strongly agree
Thank you for participating. Please provide any comments (optional) [ text field ]

Participants are automatically redirected back to Prolific.