

Analysis of the Privacy Risks with End User License Agreement and Privacy Policy for social media platforms.

CSE487(3) : Cybersecurity, Law, and Ethics

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Introduction :

Social media websites and companies like Facebook, Snapchat, and others use terms and conditions, End-user License Agreement, and Privacy Policies to notify users about the use of users' collected data and conditions. But these terms and conditions have many problems and loopholes the companies use to sell or use users' private data without their permission. We are analyzing behaviors of social media company's terms and conditions to find the privacy risks that are associated within these terms and conditions.

List of platforms we have analyzed



Instagram



Snapchat



Facebook



TikTok

Laws

1. Privacy Law of US,EU

2. Bangladesh Ict act 2018



Privacy Risk in User Aggrement and Privacy Policies

Some loopholes exist in today's social media companies that they can use to do things that an end user may not intend to do. Here are some of them discussed.



Instagram can post your pictures wherever they want !

By accepting terms and conditions on Instagram, you have given them licenses to post your photos anywhere and they can also sell your data to third parties. Most of the users don't know about these terms while accepting the Terms and Conditions.



Instagram can change terms at any time

Companies like YouTube, Amazon, Instagram, and many more have the freedom to alter their agreements at any time. There may be no guarantee that a business will always respect your privacy, even if we manage to discover one that does.



Facebook

Facebook can sell your data to advertisers

If anyone purchases ad space on Facebook, Facebook they have to agree to a condition "We provide advertisers with reports about the kinds of people seeing their ads..." which means Facebook can use statistical data of a person to identify his behavior.



Your data goes to china!

TikTok is a very popular social media platform for sharing videos. Recently TikTok said that under "permission mechanisms," staff members stationed in China had access to user data from Americans. This was never included with the terms and conditions and most of the user base doesn't even know that.

How are these companies and Organizations allowed to do this?

People Don't Read the Terms and Conditions.

It's a well-known problem that people don't want to read Terms and Conditions. They often just ignore the Terms and Conditions or just read one or two lines. The main reasons why people don't read the Terms and conditions are :

- i. Terms and conditions often contain a very large amount of text
- ii. Terms and conditions' long sentences are written in a complex manner with a lot of unclear phrasing.
- iii. Terms and conditions contain vague terms when it comes to the use of collected data.



Laws has some Flows



Privacy Laws Of US Doesn't have any specification about Making privacy policies simple to read, for example by using clear, brief language or using tables of contents. It also doesn't say anything about the length of the document.

Can we protact our privacy?

1. Update and adjust your privacy settings
2. Read Terms and Conditions and End User Licence Agreement
3. Look for keywords such as "third parties," "advertising partners," "affiliates," "retain," etc.
4. Look for privacy update and changes
5. Use VPN while browsing the internet.

Conclusion

It is impossible to avoid coming across user agreements and privacy rules (unless you can somehow stop using every single site, app, and software forever). Although it may be difficult and time-consuming, reviewing the terms and conditions is a crucial step in ensuring the privacy of your data. Make reading these user agreements a habit, and before long, it'll come naturally to you.