

**ALDE, CYRUS A.****BSCS 4-1AA**

# Task Performance

## Privacy Policy

**Objective:**

*At the end of the exercise, the students should be able to:*

- Analyze how data privacy law protects confidentiality.

**Requirements:**

- Internet connection
- MS Word

**Procedure:**

In this activity, you will create an imaginary privacy policy for a social media site.

1. Pick one (1) social-media website.
  - Facebook
2. Choose one of the following topics found in a typical privacy policy:
  - a) The site's collection and use of personal information
    - Users have the option to customize their profile information visibility. They can choose to make their profiles public, visible to friends only, or entirely private. This includes profile pictures, cover photos, and any additional personal details.
  - b) The site's disclosure of personal information to third parties, and responsibility for informing users about that disclosure.
    - Users can control the visibility of their posts by choosing who can see their content. Options include public, friends only, or a custom setting where users can specify individuals or groups with whom they want to share their posts.
  - c) Users' ability to change the settings and preferences on their accounts concerning the use and sharing of personal information.
    - We provide users with the ability to manage their ad preferences. Users can adjust their settings to control the type of ads they see, based on their interests and online behavior. Additionally, users can opt-out of personalized advertising if they prefer not to receive targeted ads.
  - d) Users' ability to close/delete their accounts.
    - Facebook users have the right to close or delete their accounts at any time. Upon account closure, all associated data is permanently deleted from our servers. We provide users with easy-to-follow instructions on how to deactivate or delete their accounts, ensuring a straightforward process.
  - e) The site or company's liability for security breaches and responsibility for notifying users about them.
    - Facebook takes security seriously and employs robust measures to protect user data. In the event of a security breach, we accept responsibility for any compromised information and are committed to promptly notifying affected users. Our liability extends to taking immediate action to rectify the situation and prevent future breaches.
  - f) The site's notification of users when it changes its privacy policy.
    - Facebook understands the importance of transparent communication. In the event of changes to our privacy policy, we notify users through prominent announcements on the platform and via email. We provide a summary of the changes, the effective date, and encourage users to review the updated policy to stay informed about how their data is handled.

3. Write a draft section for your privacy policy covering the chosen topic. Your wording should be original (not just a copy of the site's version).
  - At Facebook, we understand the importance of giving our users control over their personal information. Your privacy settings and preferences are essential to creating a tailored and secure social media experience.
  - We are committed to providing you with the tools and options you need to make informed decisions about your privacy on Facebook. Regularly review and update your settings to align with your preferences. If you have any questions or concerns about adjusting your privacy settings, our support team is here to assist you. Remember, your privacy is our priority.
4. Consider the following questions in writing your draft:
  - a) What kind of data is handled by the site?
    - You can customize who sees your profile information, posts, and friend list. Whether you prefer a more public presence or a more private one, our settings allow you to make these decisions with ease.
  - b) What services is the site provide?
    - Control the audience for each post you share. You can choose to share with the public, friends, a custom list, or only yourself. This ensures that your content is seen only by those you intend to share it with
  - c) How does the site support itself financially?
    - Facebook sustains itself financially primarily through advertising. Advertisers pay to display their content to users based on their interests, demographics, and online behavior. This allows us to offer a free platform to users while supporting ongoing development and maintenance.
5. Compare the section of your imaginary privacy policy with the respective section of the site's real policy, and consider the following questions:
  - a) How does your policy compare to the real one? Are there any significant differences?
    - To compare your imaginary privacy policy with the real one from Facebook, you would need to access Facebook's actual privacy policy and review its sections related to users' ability to change settings and preferences. Look for similarities in terms of user empowerment, control over personal information, and the features mentioned. Note any significant differences in wording, policies, or the level of detail provided.
  - b) What surprises you about the company's privacy policy?
    - To identify surprises in Facebook's real privacy policy, consider looking for aspects related to data collection, sharing practices, security measures, or any recent changes. Companies often update their policies, and users may be surprised by new features, data usage policies, or any shifts in the company's approach to user privacy. Pay attention to any information that might not align with common expectations or industry standards.

**GRADING RUBRIC (5 items x 10 points)**

Criteria	Performance Indicator	Points
Content	Correct ideas, concepts, descriptions, and feedback were included.	6
Organization	Ideas and concepts were presented in an organized manner.	4
<b>Total</b>		<b>10</b>