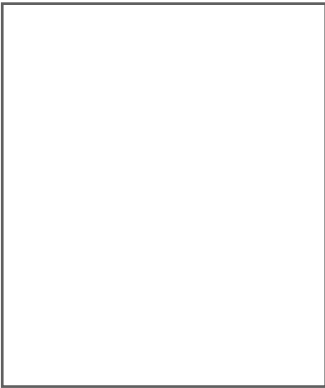


Persona



¹Fictional name

²Education

³Age

⁴Industry/Role

⁵Think about his/her personality.

What does s/he like / what does s/he dislike?

⁶Think about his/her computer literacy

Are there any relevant aspects to consider?

⁷Think about the devices s/he has been using.

How often? Why? For how long?

⁸Think about his/her privacy attitude. Is s/he...?



Privacy Fundamentalist

Fundamentalists are generally distrustful of organizations that ask for their personal information, worried about the accuracy of computerized information and additional uses made of it [...]They generally choose privacy controls over consumer-service benefits when these compete with each other.

Westin's "General Privacy Concern Index (Kumaraguru & Cranor 2005)



Pragmatic

They weigh the benefits to them of various consumer opportunities and services [...] where consumer matters are involved, they want the opportunity to decide whether to opt out of even non-evaluative uses of their personal information as in compilations of mailing lists.



Unconcerned

The Unconcerned are generally trustful of organizations collecting their personal information, comfortable with existing organizational procedures and uses are ready to forego privacy claims to secure consumer-service benefits or public-order values and not in favor of the enactment of new privacy laws or regulations.

⁹How does this impact with the service he/she is using?

