



Name	Age	Education	Industry/role
Jane Brown	38	A-level	Store manager retail



Jane the unconcerned

Jane Brown is 38 year old and works as store manager for a retail brand mainly operating in the UK. She lives with Laika - her dog - and she is passionate about films, especially independent productions, and having long walks with Laika and some friends after the work. She is quite comfortable using online banking and doing shopping online.

She is also the happy owner of a new generation Smart TV, used mainly to stream films and watch videos on Youtube, generally before going to sleep. When she read on the newspaper about the Samsung's Voice Recognition features embedded on smart TVs she thoughts that being voice recorded by her own TV would be horrible. However, she cannot believe that a well know electronic appliances manufacturer as the one of her TV could really allows that without any reason.

Jane generally *trusts organizations collecting her personal information and comfortable with existing organizational procedures*. She is more likely to forego privacy claims to secure consumer-service benefits when her personal finances are not directly involved. For instance, rather than spending time reading privacy notices she usually prefers to think of the benefits of subscribing to a new service.

She showed also low awareness of the personal data collected on a daily basis by the digital services. However, she thinks that it would be useful to have an easy-to-use tool to define what kind of information she would agree to share. Moreover, she does not expect to check the privacy settings one by one as it would require too much time.

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



Sasha the pragmatic

Sasha is in her mid 30s and she is very happy to work as a nurse for a private hospital and clinic near where she lives, unlike her previous job. As a single mom, it is crucial for her not to spend too long commuting to her workplace, so that she can spend more time with her child and picks him up from school. Moreover, now that the clinic is not far she can use the car sharing more often to get to the work.

Sasha defines herself as an open-minded person who wants to provide her child with a healthy lifestyle.

She is currently using Facebook, online banking, Amazon, Spotify and Match.com on a regular basis and she is also considering to use Airbnb as she and her child moved into a bigger home.

She also said she would not be unfavourable to personal data marketplaces in the case they might help to get some extra revenues. However, before doing so she would like to know more and hear from people who are already using such services as she usually does before going through a new subscription.

She does not like to leave her personal information online for free, so she carefully weighs the benefits of subscribe to a digital service before giving her personal data.

In general, where consumer matters are involved, she wants the opportunity to decide whether to opt out.

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



Name	Age	Education	Industry/role
Tom Jimenez	28	Data scientist	Biometrics



Tom the privacy fundamentalist

Tom is a 28 year old data scientist with a special interest in privacy and security, which he developed during his studies. Besides working everyday with huge amount of user data he has also a genuine interest in the public debate about the value of privacy and security for a democratic society. He constantly follows news on this topic through online newspapers as well as taking part in online forums.

Because of his studies and his work, Tom has high computer literacy and a deep awareness of possible privacy and security issues related to commercial digital services. However, such awareness does not prevent him to run an account on the most popular social network, which he claimed to use with prudence for instance by avoiding installing social applications from third-parties or sharing sensitive information. He also usually logs-out from services when he is not directly using them.

In general, Tom *is distrustful of organizations that ask for his personal information as he is worried about the accuracy of computerized information and additional uses made of it*. He generally chooses privacy controls over consumer-service benefits when he thinks that these compete with each other.

Tom believes that people can take advantage from the data they share on daily basis and corporations should allow them to receive real benefits from personal data collection as well as give them more fine-tuned control over their digital life.

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