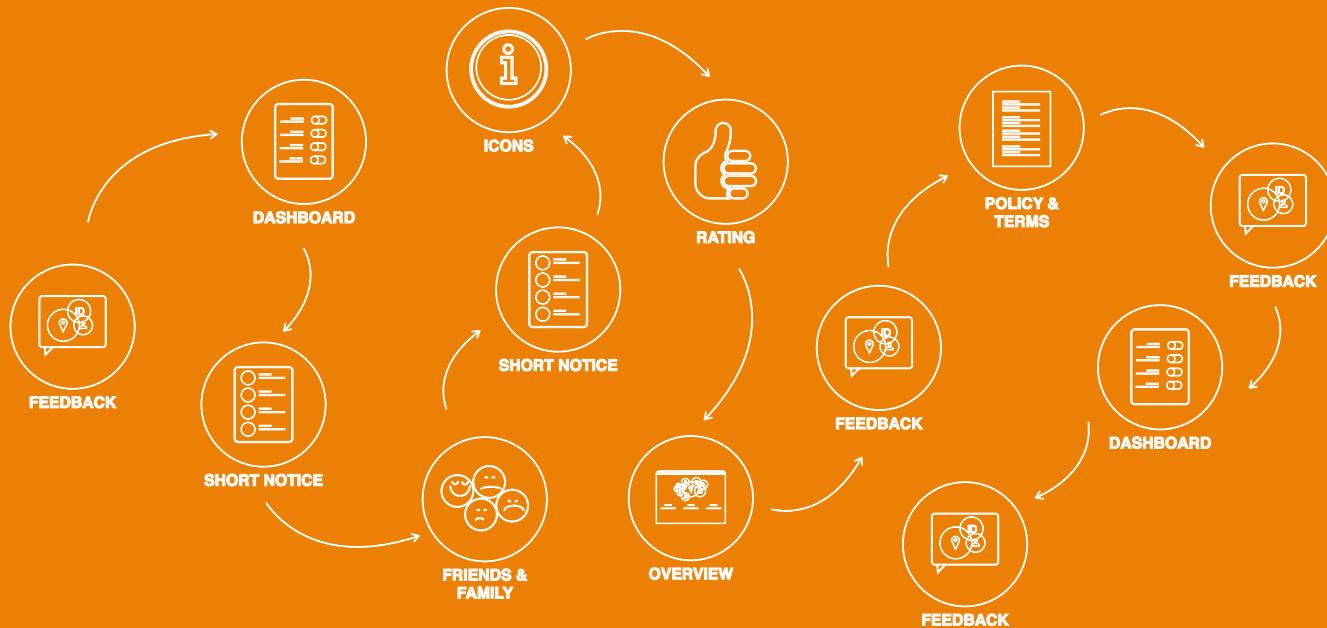


Alessandro Carelli



Practical Session

Mapping MyData Consent Experience Workshop



Mapping MyData Consent Experience objectives

1. Envisioning the ideal consent experience considering the consent's tree main phases (pre, during, post);
2. Using service design tools to map the consent journey;
3. Reflecting and discussing the outcomes of the workshop session;
4. Getting feedback about the workshop.

Mapping MyData Consent Experience background



Source:

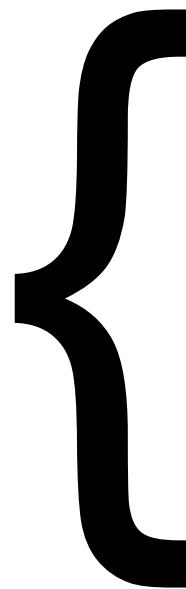
Stickdorn, M. & Schneider, J., 2014. *This is Service Design Thinking.: Basics - Tools - Cases 1 edition.*, Bis Publishers.

Mapping MyData Consent Experience - Alessandro Carelli | 01/09/2016

Mapping MyData Consent Experience background



Customer
journey map

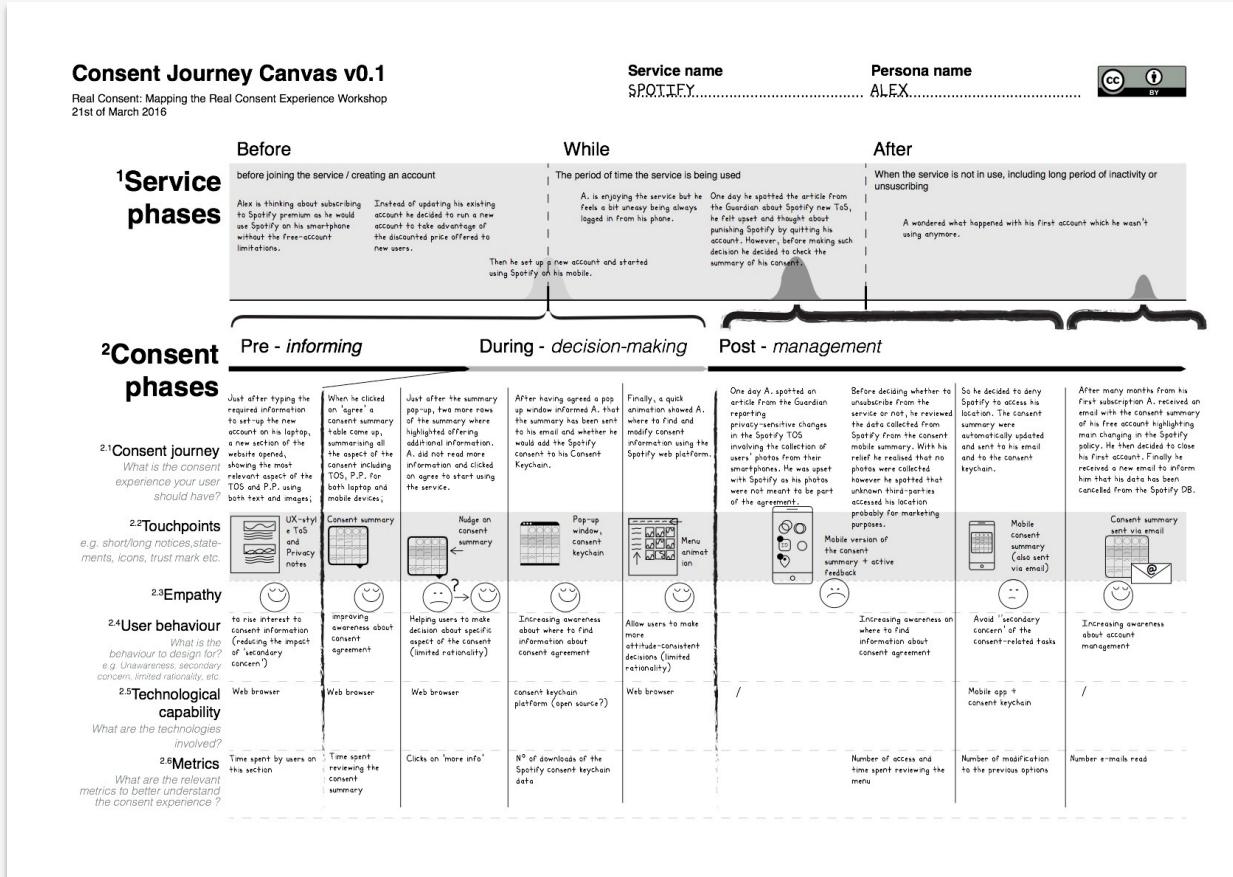


- Customer journey map is **multi-channel** and **time-based**;
- High level overview of the **factors influencing user experience**;
- It charts both formal and informal **touchpoints**;
- Identification of both **problem areas** and **opportunities** for innovation;
- The **service experience** is broken down into individual stages for further analysis;
- It is a tool useful for the following purposes: **explore, create & reflect** and **implement** new service ideas

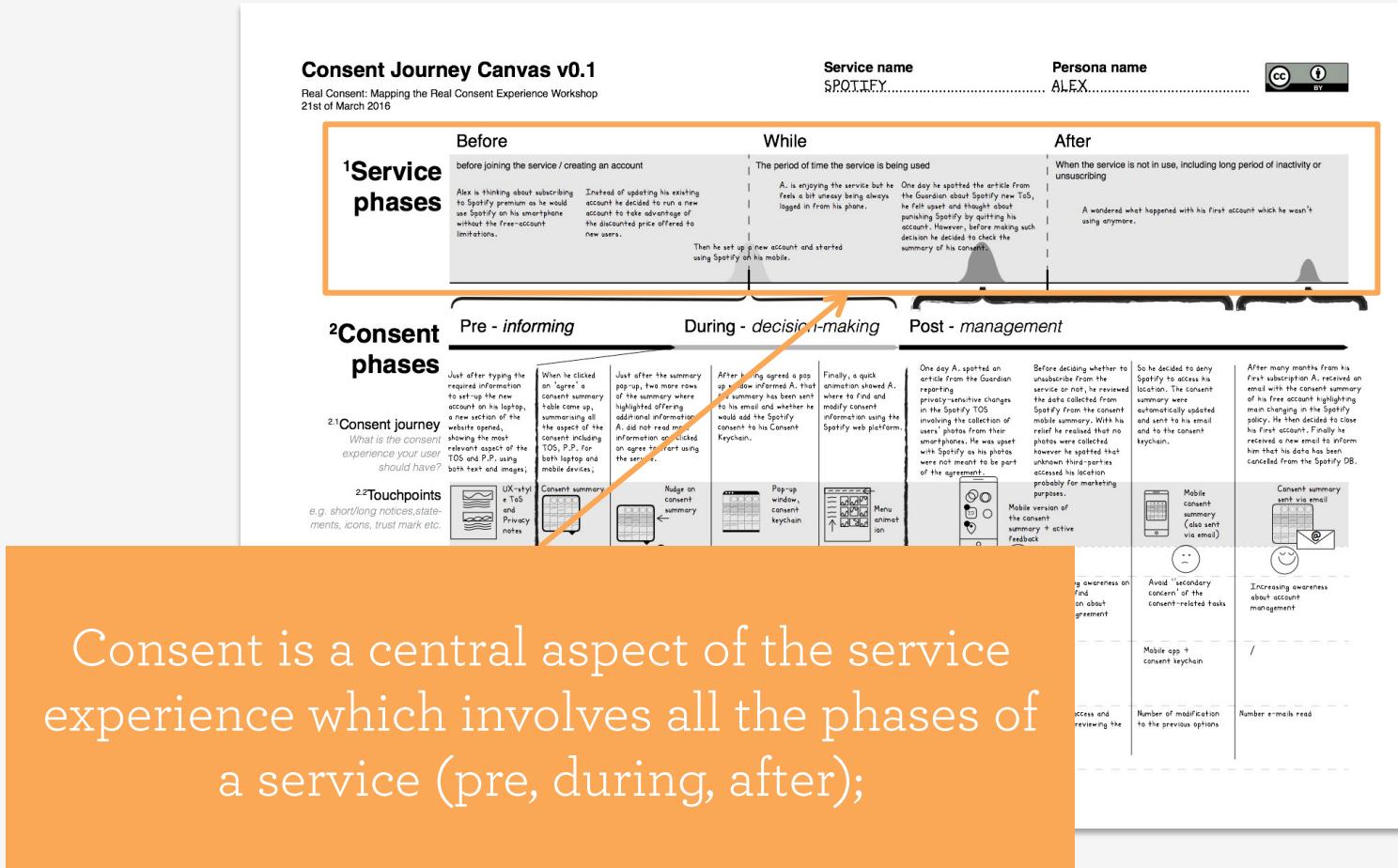
Source:

Stickdorn, M. & Schneider, J., 2014. *This is Service Design Thinking.: Basics - Tools - Cases* 1 edition., Bis Publishers.

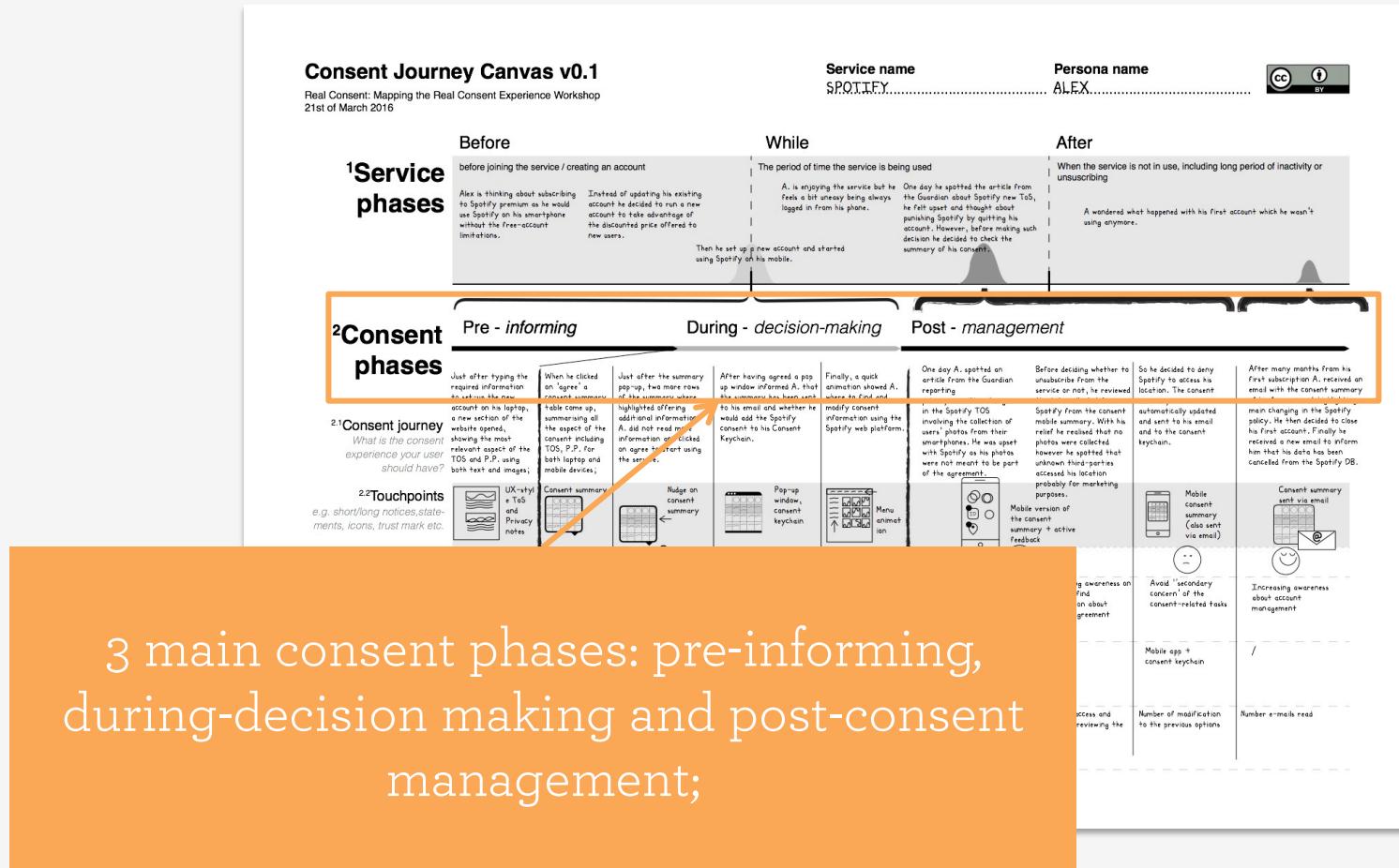
Mapping MyData Consent Experience background



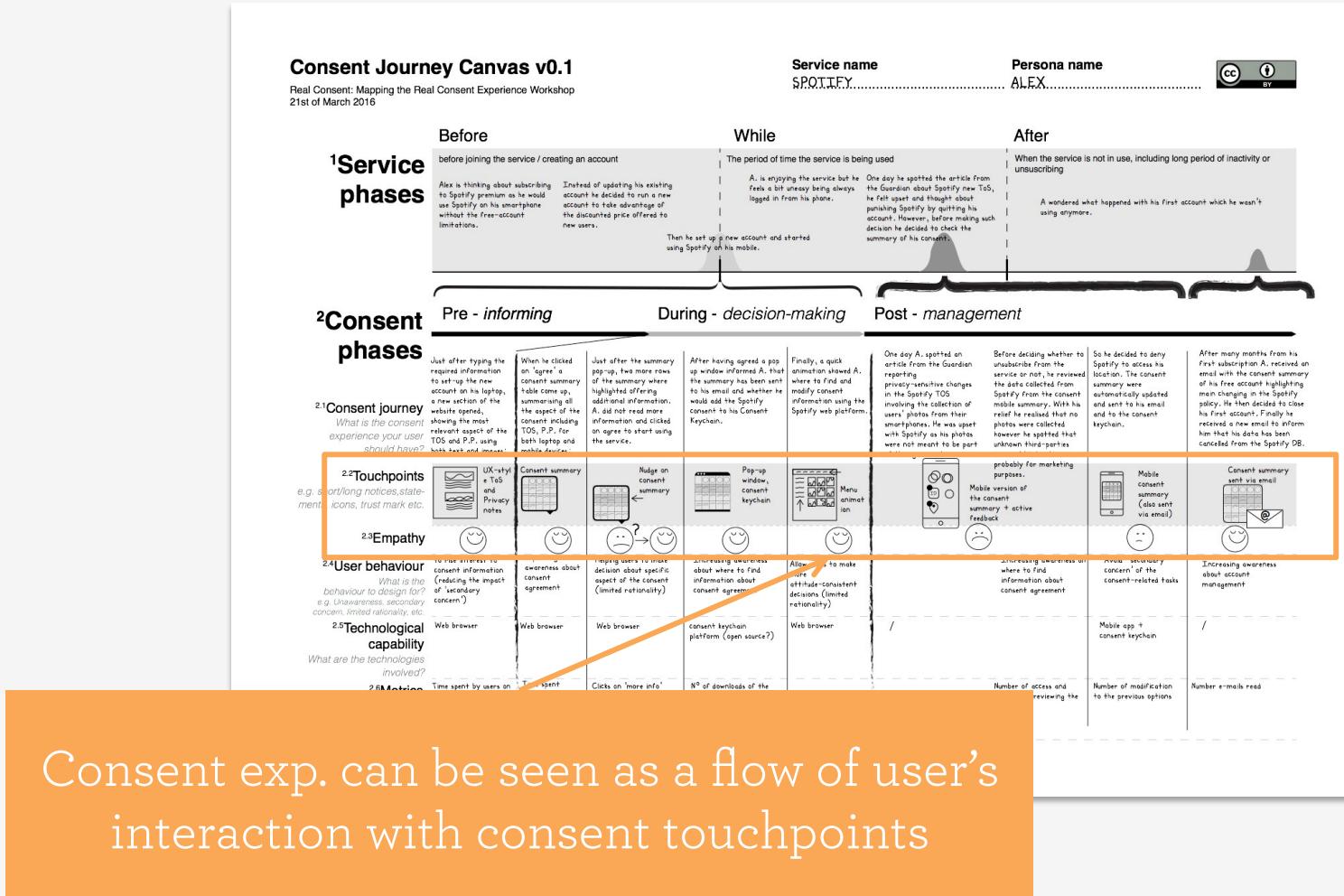
Mapping MyData Consent Experience background



Mapping MyData Consent Experience background

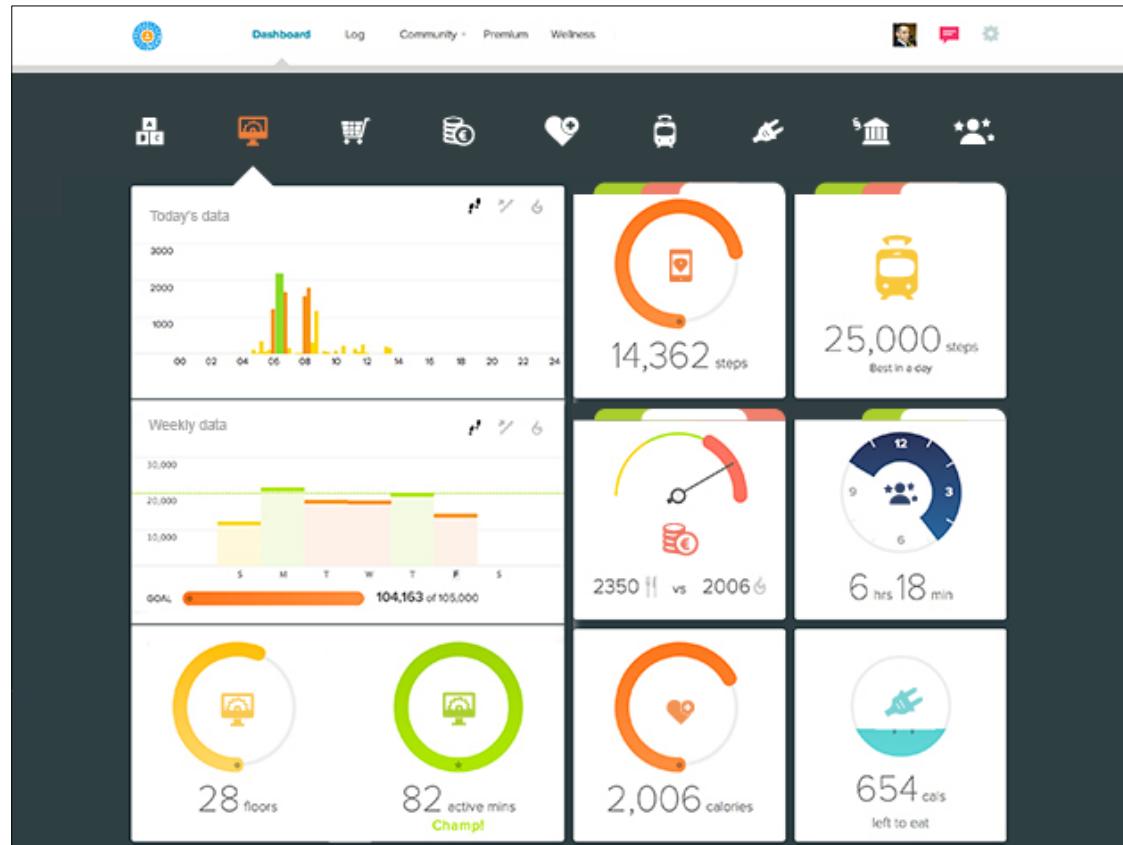


Mapping MyData Consent Experience background



Mapping MyData Consent Experience

MyData personal store (example)

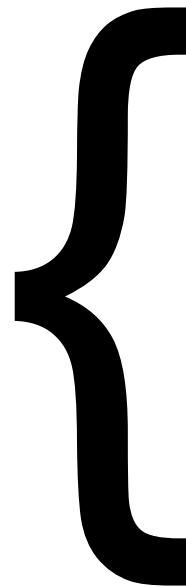


Source:

Dashboard adapted from Fitbit

Mapping MyData Consent Experience

introduction

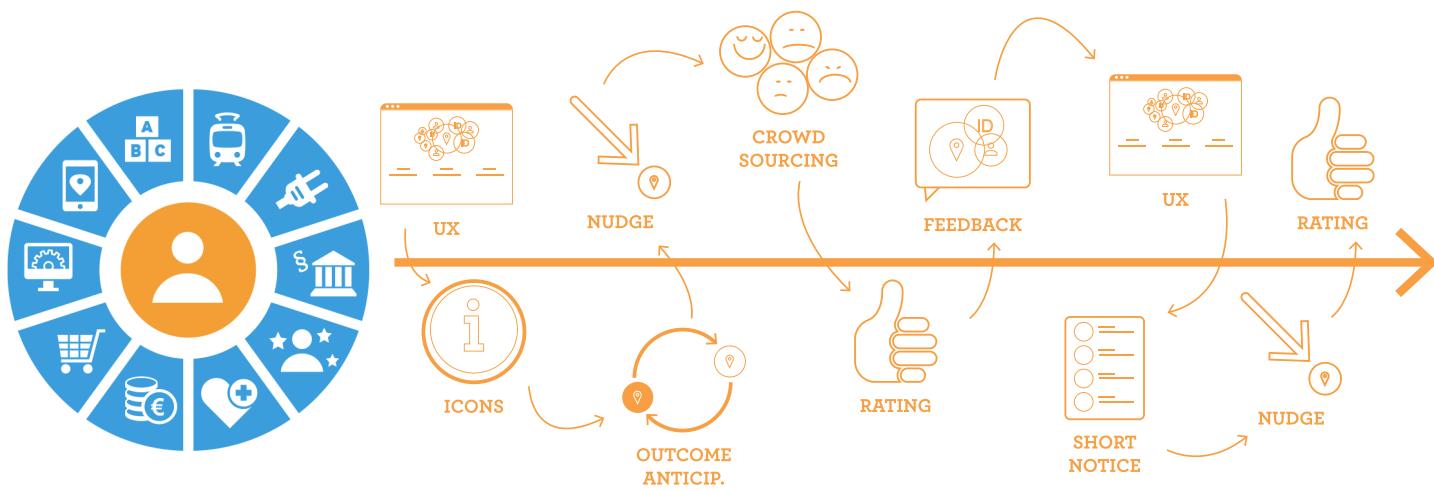


MyData is mainly a **consent management system** intended to build **trust** in personal data services by giving users practical tools to control the data flow. In order to do so, MyData works at the infrastructure level to ensure data interoperability, portability and cooperation across services.

Source:

Poikola, A., Kuikanniemi, K. & Honko, H., MyData – A Nordic Model for human-centered personal data management and processing - Publication. Available at: <http://www.lvm.fi/en/-/mydata-a-nordic-model-for-human-centered-personal-data-management-and-processing-860616> [Accessed July 13, 2016].

How does a fulfilling MyData consent experience look like?



Mapping MyData Consent Experience

instructions

Jane the unconcerned



Fictional name
Jane Brown

Education
A-level

Age
38

Industry/role
**Store manager
retail**

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 ones. She enjoys having long walks with Laika and some friends after 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 watch films and series. She often logs on YouTube generally before going to sleep. When she reads on the newspaper about the Samsung's Voice Recognition feature embedded on smart TVs she thoughts that being voice recorded by her own TV would be privacy invasion. She can't believe that a well known electric appliances manufacturer as the one of her TV could really allow 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 or sacrifice certain privacy benefits over public order values especially 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 has 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.

She does not expect to check the privacy settings on her TV as it would require too much time.

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

Personas (3 in total)

Mapping MyData Consent Experience

instructions

Jane the unconcerned

Fictional name
Jane Brown

Education
A-level

Age
38

Industry/role
**Store manager
retail**

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 ones. She enjoys having long walks with Laika and some friends after 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 watch films and series online on YouTube, generally before going to sleep. When she reads 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 privacy invasion. She can't conceive that a well known electric appliances manufacturer as the one of her TV could really allow that without any reason.

Jane generally trusts organizations collecting her personal information and is comfortable with existing organizational procedures.

She is more likely to forego privacy claims if service complies with service specific or public order values, especially 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 has 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. Jane does not expect to check the privacy settings on her TV as it would require too much time.

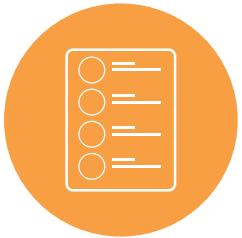
Based on Westin's "General Privacy Concern Index (Kumaraguru & Cranor 2005)

The diagram shows nine cards arranged in three rows of three. Each card has an orange icon at the top left and a 'Description' section below it. The icons represent different types of privacy-related interactions:

- Privacy notice**: A document icon with the text 'privacy notice'.
- Device**: A smartphone icon with the text 'device'.
- Description**: Text describing an easy-to-access way to provide general information about the organization's commitment to privacy usually through a combination of text, illustrations and animations.
- Family**: A family icon with the text 'family'.
- Description**: Text describing a way to communicate about a service's commitment to privacy beyond the service provider's control.
- Icon**: A circular icon with the text 'icon'.
- Icon**: A circular icon with the text 'icon'.
- Description**: Text describing a set of icons representing the service's data policy in a visual key.
- Notice**: A document icon with the text 'notice'.

Touchpoints cards (9 in total)

Mapping MyData Consent Experience - Alessandro Carelli | 01/09/2016



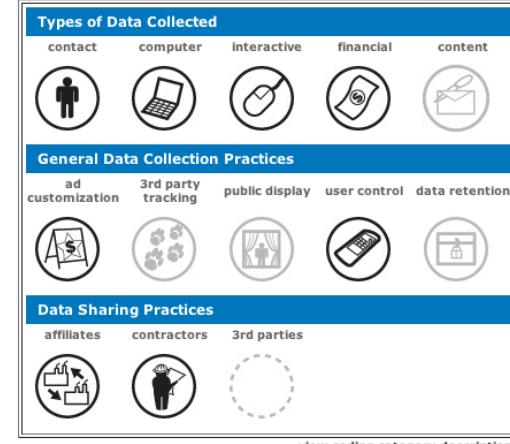
SHORT NOTICE

Acme		Bell Group						
information we collect	ways we use your info	information we collect	ways we use your information			information sharing		
			provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		contact information		opt in			opt out	
cookies		cookies						
demographic information		demographic information		opt in			opt out	
health information		preferences		opt in			opt out	
preferences		purchasing information		opt in			opt out	
purchasing information		your activity on this site		opt in			opt out	
your activity on this site								

Google [google.com]

Privacy Matters
c/o Google Inc.
1600 Amphitheatre Parkway
Mountain View, California, 94043

(Rollover icon for coding description)



Site Rank: (March 1 2009)
#1

Site Traffic: (March 1 2009)
141M+ U.S. monthly

Date Policy was Reviewed:
March 6, 2009 ([View current](#))

Flesch-Kincaid Score (?)
16.12

Number of Web Bugs Found:
44 (rollover)

Parent Company:
Google Inc

Number of Affiliates:
137



“Nutrition Label” for Privacy

Knowprivacy short notice

Source:

Kelley, P.G. et al., 2009. A “Nutrition Label” for Privacy. In Proceedings of the 5th Symposium on Usable Privacy and Security. SOUPS ’09. New York, NY, USA: ACM, pp. 4:1–4:12. Available at: <http://doi.acm.org/10.1145/1572532.1572538>
<http://ashkansoltani.org/work/knowprivacy-a-web-privacy-investigation/>

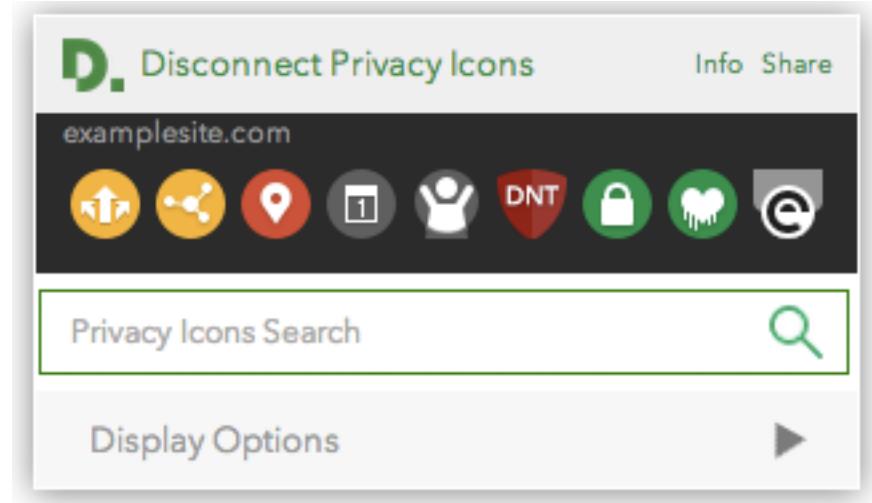


Description

A set of icons representing the service's data policy in a visual way



Mozilla privacy icons



Disconnect.me Privacy icons

Source:

<http://www.slideshare.net/azaraskin/mozilla-privacy-icons-project>

<https://disconnect.me/truste/icons>

More at: <http://www.keek.be/2014/privacy-icons-resources-discussions-research/>



Description

Usually it is a platform which provides easy-to-access information about the service's commitment to privacy

PrivacyGrade: Grading The Privacy Of Smartphone Apps

We're a team of researchers from Carnegie Mellon University. We have assigned privacy grades to Android apps based on some techniques we have developed to analyze their privacy-related behaviors. Learn more here or browse our analyzed apps.

Selected Apps

- Most Popular Apps
- Most Controversial
- See More

Lazors (A+), Instagram (A), Snapchat (B), Angry Birds (B), Flashlight ... (D)

How Are Privacy Grades Assigned?

Grades are assigned using a privacy model that we built. This privacy model measures the gap between people's expectations of an app's behavior and the app's actual behavior. For example, according to studies we have conducted, most people don't expect games like Cut the Rope to use location data, but many of them actually do. This kind of surprise is represented in our privacy model as a penalty to an app's overall privacy grade. In contrast, most people do

Selected apps by us showcasing the full spectrum of grades

Our Work in the News

- Protect Your Privacy & Security on the Internet With These Tools TechCrunch [link]
- Your Favorite Apps Know More About You Than You Realize Time Magazine [link]
- Apps Snoop on Your Location Way More Than You Think Wired [link]

Privacy grade

Ratings

Services Topics

Search e.g. facebook, twitter, search...

Google Class C

- Google keeps your searches and other identifiable user information for an undefined period of time.
- Google can use your content for all their existing and future services.
- This service tracks you on other websites.
- Google can share your personal information with other parties.
- Google may stop providing services to you at any time.

YouTube Class D

- Terms may be changed any time at their discretion, without notice to the user.
- You can remove your content at any time and without prior notice.
- The copyright license is broader than necessary.
- Reduction of legal period for cause of action.
- Deleted videos are not really deleted.

SoundCloud Class B

- You stay in control of your copyright.
- Collected personal data used for limited purposes.
- 6 weeks to review changes.
- Indemnification from claims related to your content or your account.
- Personal information can be disclosed in case of business transfer or insolvency.

Github Class D

- You don't grant any copyright license to github.
- Changes can happen any time, sometimes without notice.
- You shall defend and indemnify GitHub.
- Your personal information is used for limited purposes.
- Your account can be suspended and your data deleted any time for any reason.

Twitpic Class E

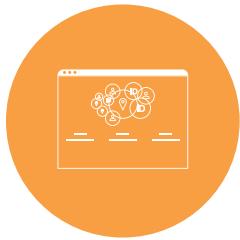
Delicious Class D

ToS;DR

Source:

<http://privacygrade.org/>

<https://tosdr.org/>



OVERVIEW

Description

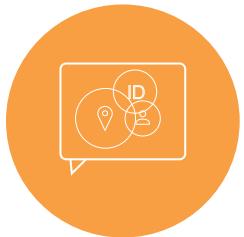
An easy-to-access way to provide general inf. about the service's commit. to privacy usually supported by illustrations

The screenshot shows the Google Privacy Overview page. At the top, there's a navigation bar with links for Overview, Your Data (which is underlined), Take Control, Your Security, How Ads Work, and Safer Internet. Below this is a "Your Data" section featuring a large blue shield icon with a person inside. The main headline reads: "We want you to understand what data we collect and use." A subtext explains: "When you use Google services, you trust us with your data. It is our responsibility to be clear about what we collect and how we use it to make our services work better for you." To the right, there's a "Google experience" section with a "Manage your privacy" link and an icon of a folder with a person inside. Another section below it says "Browse the web in private with incognito mode". At the bottom, there are "My Account" and "My Activity" buttons.

Privacy.Google

Source:

<https://privacy.google.com/#>



FEEDBACK

Description

A dynamic and event-led way to notify users about the system's personal information disclosure behaviour with different levels of granularity

Ghostery Tracker Summary

CATEGORIES	ALLOWED	BLOCKED
Advertising	0	4
Analytics	0	2
Beacons	0	1
Widgets	0	3

Sign in Share

Gostery

Google My Activity

Sep 10, 2014

ITEMS	YOUTUBE
2	YouTube

3:37 PM

Watched CIPRI E MARESCO: Giordano pastetta pane ai cani ruba il adattamente

Details + YouTube

Watched Goffredo Fofi parla del cinema di Cipri e Maresco amusicamichiere

Details + YouTube

Sep 3, 2014

ITEMS	YOUTUBE
5	YouTube

MyActivity.google

Source:

<https://www.ghostery.com/>

<https://myactivity.google.com/>



POLICY &
TERMS

Description

A document that inform users about the ways a service and its third parties gather, use, disclose, and manage their personal data

The screenshot shows the Facebook Data Policy page. At the top, there's a navigation bar with links for 'Data Policy', 'Sign Up', and 'Log In'. Below the navigation, a message reads: 'Cookies help us to provide, protect and improve Facebook's services. By continuing to use our site, you agree to our cookie policy.' On the left, there's a sidebar with icons and links: 'What kinds of information do we collect?', 'How do we use this information?', 'How is this information shared?', 'How can I manage or delete information about me?', and 'How do we respond to legal requests or prevent harm?'. The main content area has a blue background with the title 'Data Policy'. It explains that the policy applies to all Facebook brands, products, and services. It also mentions 'Privacy Basics' and provides a link to review the policy. An illustration of a safe on a desk is shown.

Facebook data policy

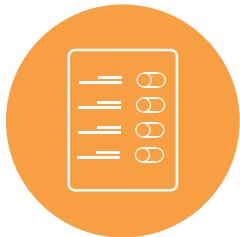
The screenshot shows the Microsoft Global Careers Privacy Statement. At the top, there's a navigation bar with links for 'Global Careers Privacy Sta...' and 'Search'. Below the navigation, a message reads: 'Google Sharing Disabled'. On the left, there's a sidebar with a 'Cookies' section and a 'Information We Collect' section. The 'Cookies' section lists categories like 'Collecting Your Information', 'Use of Your Personal Information', 'Sharing Your Information', etc. The 'Information We Collect' section lists categories like 'How We Use Your Personal Information', 'How We Share Your Personal Information', etc. The main content area has a blue background with detailed text about cookies and how Microsoft uses personal information for various purposes, including hiring decisions.

Microsoft privacy statement

Source:

<https://www.facebook.com/about/privacy>

<https://privacy.microsoft.com/en-us/privacystatement/>



DASHBOARD

Description

A set of controls aiming to give users selective control over how their personal information are accessed by the service provider

The screenshot shows the 'Account personale' (Personal Account) page at <https://myaccount.google.com/intro>. The page title is 'Controlla la tua esperienza su Google, in un unico posto' (Control your Google experience in one place). It features three main sections: 'Accesso e sicurezza' (Access and security), 'Informazioni personali e privacy' (Personal info and privacy), and 'Preferenze account' (Account preferences). Each section has sub-links like 'Accesso a Google', 'Controllo sicurezza', 'Trova il tuo telefono', and 'Le mie attività'. A sidebar on the right provides links for language, accessibility, Google Drive, and account deletion.

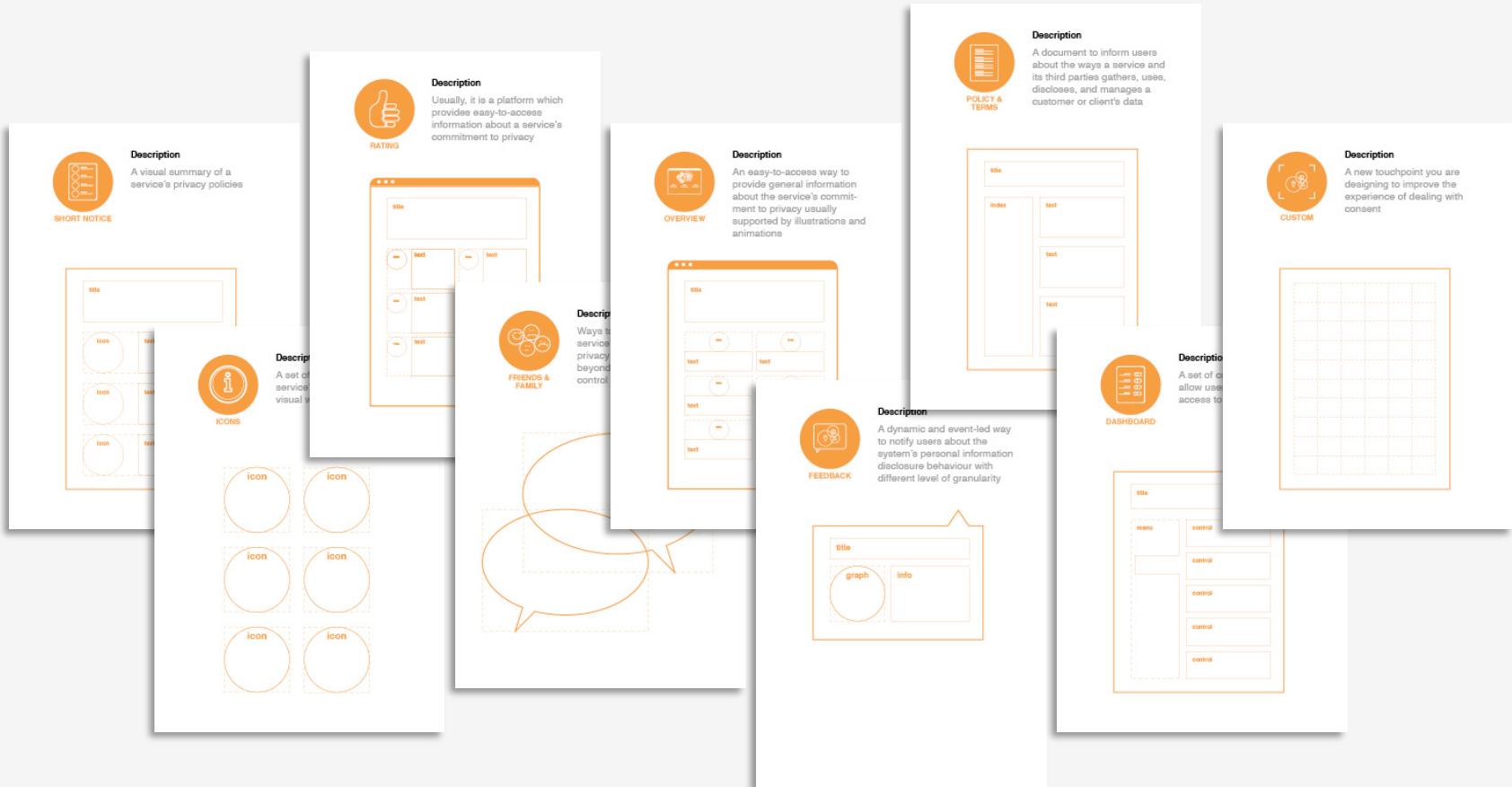
Privacy Dashboard

Source:

<https://myaccount.google.com/intro>

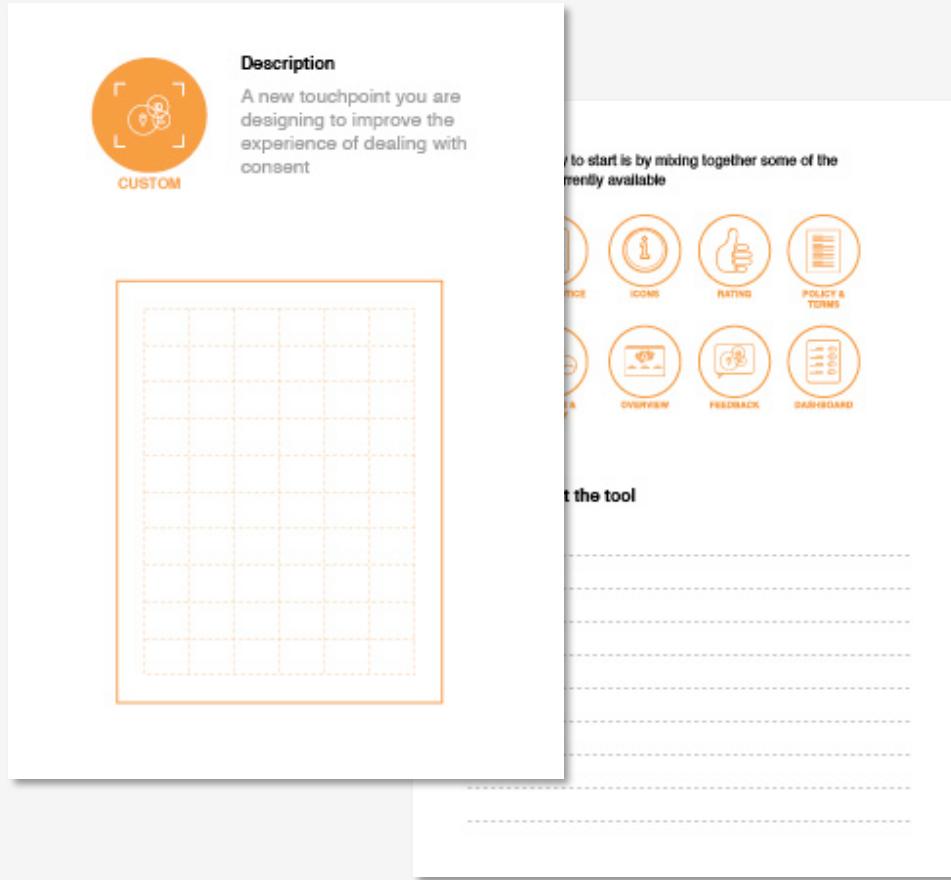
Mapping MyData Consent Experience

Touchpoints cards



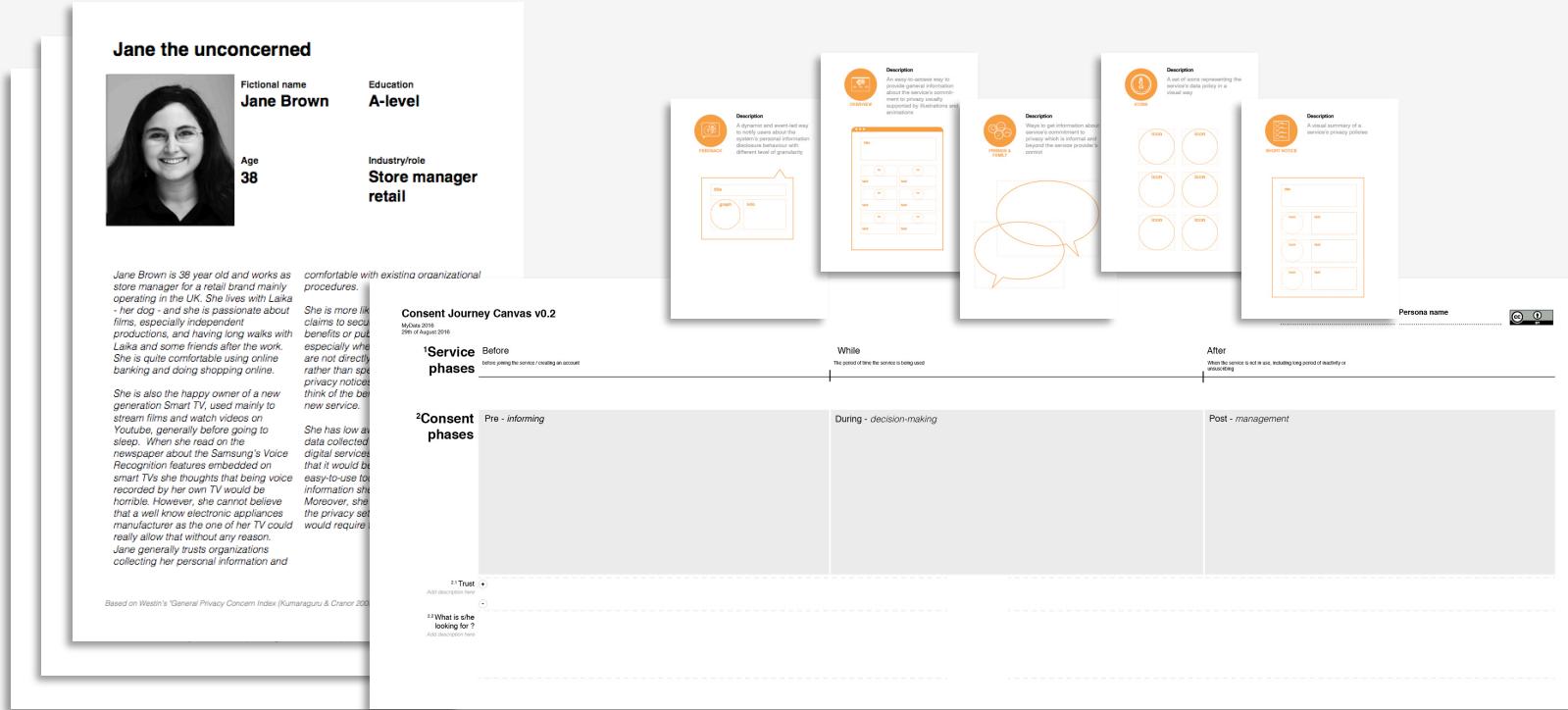
Touchpoints

Custom touchpoint card



Mapping MyData Consent Experience

instructions



Consent journey canvas

Mapping MyData Consent Experience

Consent Journey Canvas

Consent Journey Canvas v0.2

MyData 2016
29th of August 2016

¹Service phases

Before
before joining the service / creating an account

While

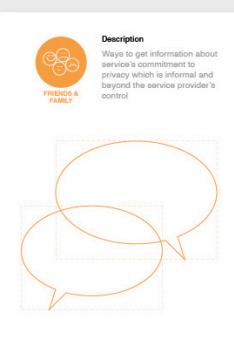
The period of time the service is being used

²Consent phases

Pre - informing



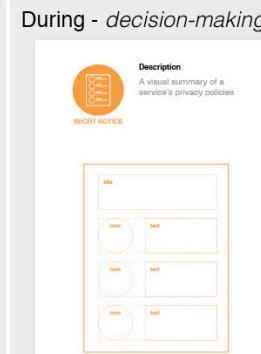
Description
An easy-to-access way to provide general information about a service's commitment to privacy usually supported by illustrations and animations



Description
Ways to get information about a service's commitment to privacy which is informal and beyond the service provider's control



Description
Usually, it is a platform which provides easy-to-access information about a service's commitment to privacy



Description
A visual summary of a service's privacy policies



Description
A document to inform users about the ways a service and its third parties gather, use, disclose and change a customer or client's data

^{2.1} Time
the time spent by the user on this touchpoint



^{2.2} Trust
+ / -

+

++

+++

+/-

^{2.3} What is s/he looking for ?
Add description here

Just after have typed from his laptop the required information to run the new account a new section of the website opened, showing the most relevant aspect of the TOS and P.P. using both text and images;

When he clicked on 'agree' a consent summary table come up, summarizing all the aspect of the consent including TOS, P.P. for both laptop and mobile devices;

Just after the summary pop-up two rows of the summary where highlighted offering additional information. A. did not read more information and clicked on agree to start using the service.

After having agreed a pop up window informed A. that the summary has been sent to his email and whether he would add the Spotify consent to his Consent Keychain.

A day A. spotted an article from the Guardian reporting privacy-sensitive changes in the Spotify TOS involving the collection of users' photos from their social network. He was upset with Spotify as his photos were not meant to be part of the agreement.

Finally, modify platforms

Mapping MyData Consent Experience

Consent Journey Canvas

Consent Journey Canvas v0.2

MyData 2016
29th of August 2016

1 Service phases

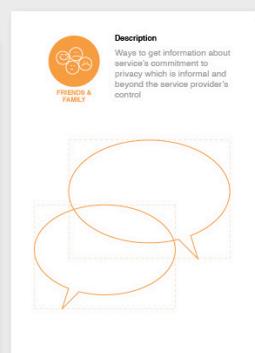
Before
before joining the service / creating an account

While

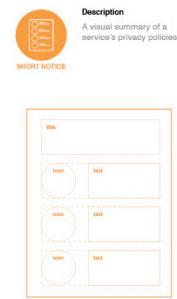
The period of time the service is being used

2 Consent phases

Pre - informing



During - decision-making



2.1 Time
the time spent by the user on this touchpoint



2.2 Trust
+ / -

2.3 What is s/he looking for ?
Add description here

Just after have typed from his laptop the required information to run the new account a new section of the website opened, showing the most relevant aspect of the TOS and P.P. using both text and images;

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Finally, modify platforms

Mapping MyData Consent Experience

Consent Journey Canvas

Consent Journey Canvas v0.2

MyData 2016
29th of August 2016

1 Service phases

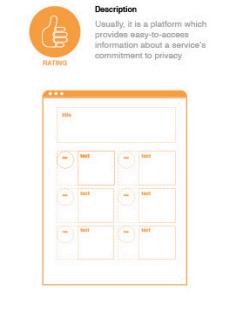
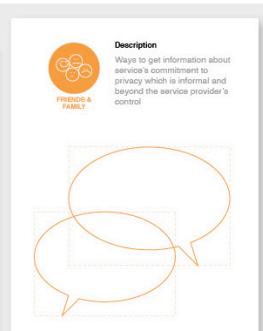
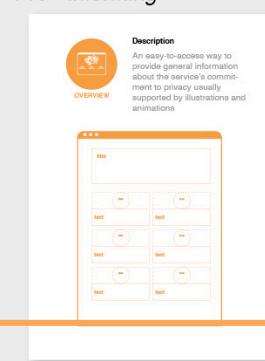
Before
before joining the service / creating an account

While

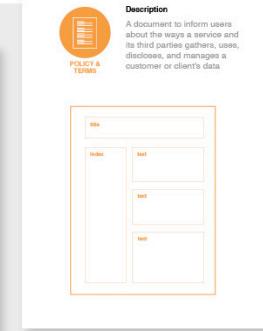
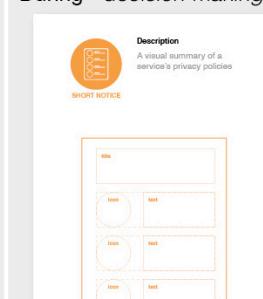
The period of time the service is being used

2 Consent phases

Pre - informing



During - decision-making



2.1 Time
the time spent by the user on this touchpoint

High
Medium
Low

2.2 Trust
+ / -

2.3 What is s/he looking for ?
Add description here

Just after have typed from his laptop the required information to run the new account a new section of the website opened, showing the most relevant aspect of the TOS and P.P. using both text and images;

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Finally, modify platforms

Mapping MyData Consent Experience

Consent Journey Canvas

Consent Journey Canvas v0.2

MyData 2016
29th of August 2016

1 Service phases

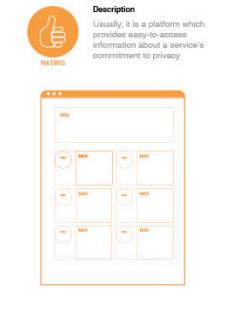
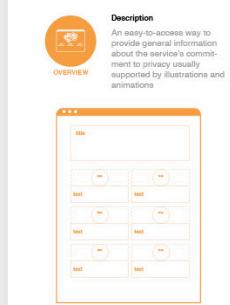
Before
before joining the service / creating an account

While

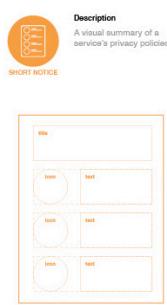
The period of time the service is being used

2 Consent phases

Pre - informing



During - decision-making



2.1 Time
the time spent by the user on this touchpoint

High
Medium
Low

2.2 Trust

+

++

+++

+/-

2.3 What is s/he looking for ?
Add description here

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When he clicked on 'agree' a consent summary table come up, summarizing all the aspect of the consent including TOS, P.P. for both laptop and mobile devices;

Just after the summary pop-up two rows of the summary where highlighted offering additional information. A. did not read more information and clicked on agree to start using the service.

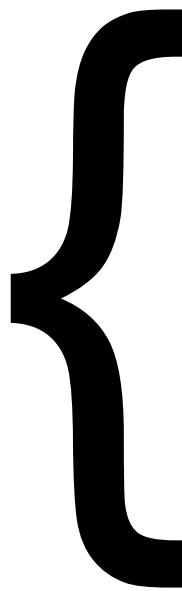
After having agreed a pop up window informed A. that the summary has been sent to his email and whether he would add the Spotify consent to his Consent Keychain.

A day A. spotted an article from the Guardian reporting privacy-sensitive changes in the Spotify TOS involving the collection of users' photos from their user profiles. He was upset with Spotify as his photos were not meant to be part of the agreement.

Finally, modify platform

Mapping MyData Consent Experience Consent Journey Canvas

TRUST



- [as verb] **To believe** that someone is good and honest and will not harm you, or that something is safe and reliable (Cambridge Dictionary).
- [as noun] **Acceptance** of the truth of a statement without evidence or investigation (Oxford Dictionary).

Source:

<http://dictionary.cambridge.org/dictionary/english/trust>

<http://www.oxforddictionaries.com/definition/english/trust>

Mapping MyData Consent Experience

Consent Journey Canvas

Consent Journey Canvas v0.2

MyData 2016
29th of August 2016

1 Service phases

Before
before joining the service / creating an account

While

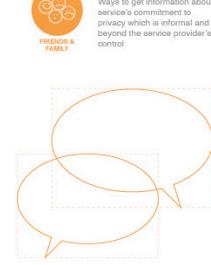
The period of time the service is being used

2 Consent phases

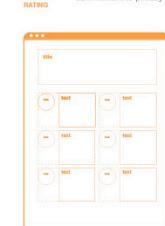
Pre - informing



FRIENDS & FAMILY



RATING



During - decision-making

SHORT NOTICE



POLICY & TERMS



2.1 Time
the time spent by the user on this touchpoint

High
Medium
Low

2.2 Trust

+

++

+++

+/-

2.3 What is s/he looking for ?

Add description here

Just after have typed from his laptop the required information to run the new account a new section of the website opened, showing the most relevant aspect of the TOS and P.P. using both text and images;

When he clicked on 'agree' a consent summary table come up, summarizing all the aspect of the consent including TOS, P.P. for both laptop and mobile devices;

Just after the summary pop-up two rows of the summary where highlighted offering additional information. A. did not read more information and clicked on agree to start using the service.

After having agreed a pop up window informed A. that the summary has been sent to his email and whether he would add the Spotify consent to his Consent Keychain.

A day A. spotted an article from the Guardian reporting privacy-sensitive changes in the Spotify TOS involving the collection of users' photos from their social network. He was upset with Spotify as his photos were not meant to be part of the agreement.

Finally, modify platform

Mapping MyData Consent Experience

Tips

1. The journey reflects the consent experience your user **should have** rather than as it currently is;
2. Don't be stack by the **complexity** of the information! The journey map is a tool to help you to be in '**people's shoes**' and to easily understand their needs and desires.
3. Think about events that might occur during the **usage period** of the service and that can impact the consent experience and management (changing in ToS and/or privacy policy, increased awareness from user, etc.);

Thank you and have fun!

Alessandro Carelli

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