

Value Sensitive Design Assignment #1

Due Date: submit w/ Final Project

Write the privacy policy for the website you are designing. Your aim is to be sensitive to all the values that are at play, and make appropriate tradeoffs between them. There are two parts to this assignment:

- Write the privacy policy itself (length is somewhat flexible, but it must be readable by an average person in 5 minutes or less).
 - o Please see: <https://wonderful-borg-e1f3bc.netlify.app/privacy>
- Complete a worksheet (see attached) explaining why you wrote your privacy policy as you did.

Be realistic about what data you're going to collect, and what you're going to do with it. At a minimum, you're presumably going to want some data to improve your website via analytics, so don't just go with a utopian 'we won't collect any of your data' approach. Your interests matter too (e.g. producing a good website that will make money), and collecting data can be an important part of this. What we're looking for is a reasonable and intelligible privacy policy that, through being sensitive to all the values that are at stake, strikes an appropriate balance between collecting useful data, and respecting user privacy.

Privacy Policy Justification Worksheet

1. Briefly describe the website you are building (its purpose/functionality/etc.)
 - Our team has built a site called Tix-Fix, which allows users to buy and resell tickets for live sports, concerts and other events. The site also allows users to review different venues and sellers they have interacted with. The platform really enables people to discover and search for live experiences to attend.
2. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.
 - There are a couple of direct stakeholders. Direct stakeholders include Tix-Fix and the employees of Tix-Fix and users of the site (buyers, sellers, reviewers). Other direct stakeholders would include the event performers and event venues. Indirect stakeholders could be a user's family or friends who may be going to an event with tickets the user has bought. For events at major venues, the residents of the city or neighborhood of the venue can be indirect stakeholders as well.
3. What data will you have access to, and what might this data reveal about its subjects?
 - The data we'll have across users includes personal information such as their name, passwords, zip codes, emails. Depending on the type of user, Tix-Fix will have access to different types of information as well. For buyers, Tix-Fix will know what events they have bought tickets to as well as events they would like to go to. For sellers, Tix-Fix has information on which events they are selling tickets to, price, quantity, as well as possible events they might resale for. For reviewers, the site has information on which venues and sellers they have interacted with. With analytics, all this data can provide valuable information on what the user likes, events they are likely to attend, genres they are interested in. All of this can be used to create a more personalized experience for the user on the site.
4. What values are relevant to your website and its privacy policy? (Note that the relevant values will depend in part on the kind of website you are building).
 - A user's right to show only necessary information for the marketplace to function is respected and reflected in our privacy policy. The user's personal zip code, email address, first and last name, and passwords are never shown. If a buyer chooses to add events to their wish list, then they are free to do so and other users can see this information, but we make it clear in our privacy policy that this information is public, and the user is control of adding to it or removing from it. Our website also utilizes cookies in the user's browser to save a handful of basic user information, both private and public. These cookies are elaborate upon in the privacy policy and the properties are listed out.

5. What counts as “success” for the website you are building?

- For Tix-Fix, success can, firstly, be defined as giving a platform that allows users to find, discover, and attend live events that they’ve always wanted to see. Being a place where users can trust to buy/sell/get valuable information regarding events is a very important aspect of the site. Secondly, as an e-commerce website, it is important to generate profit from selling tickets. Profit does not come from our resale tickets (brought to the website by sellers), but rather from users purchasing directly from Tix-Fix. Success also means that users are coerced into providing private details that are not necessary since we want our users to trust and enjoy our website.

6. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).

- The top priority of us when writing our privacy policy was making sure we are fully transparent with our users. At the end of the day, we want our users to have full trust in our website, therefore we want to respect their values of autonomy and privacy, but still have an amazing service to use. We know if users feel as though their values are being respected, then they are more likely to use our site, which will lead to income for the company, venues, and performers. Tix-Fix can still provide valuable experience in the event ticket space for all stakeholders, without sacrificing each of their values.