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 <u>all</u> 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).

- 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. <u>Your</u> 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.)

   The website we are building is an online shopping website. Our purpose is to create an online shopping environment and users can find their desired items on our website. By browsing this website, users can see the home page showing many items and search the items they like to see their prices, descriptions and some reviews by other buyers and place some orders after they add items to the cart. Also, users can create their own account and modify their account. Users can also view other users' public profiles and follow them.

2. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

   Types of stakeholders:

   1. End users who wish to purchase products from the website.
   2. Maintainers of the website(admin)
   3. Sellers selling their products on this website.

3. What data will you have access to, and what might this data reveal about its subjects?

   We will have access to the following information:
   1. Personal details:
        a. First and last name
        b. Delivery address
        c. Date of Birth
        d. Phone number
        e. Email address

   2. Financial details
        a. Credit card information

   3. Compliance information
        a. Subscription type
        b. User's purchase history
        c. Account password.

   This data can help us analyze a users' behavior, his/her desired items, whether his/her shopping decisions are influenced by a product's price. We can analyze an age group's shopping pattern and what products appeal more to a specific age group. This information may help us to provide better product recommendations to a user.

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).

Our website should ensure the following:

1. Sensitive data like user password is carefully safeguarded using cryptographic techniques.
2. Ensuring that the website is hosted on a secure server.
3. Ensuring that the DB is hosted on a secure PAAS server..

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

1. Seamless end-to-end user experience.
2. Ensuring multi-browser and multi-device support.
3. Ensuring site reliability, scalability and security.

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).

1. Ensuring that a user's information is not mishandled or misused by restricting access to it.
2. Security and reliability is ensured by using a PAAS service for hosting the front end, backend and the application DB.
3. The application is run on a secure socket layer, ensuring encryption of data packets to prevent a man in the middle attack.
4. Ability to dynamically scale the application both horizontally and vertically.