

Privacy aspects

1) Data Collection - Which type of data is collected by the company?

A: Automatic Data

Description:

Data that is not directly related to a natural person such as: Information about soft- or hardware, clickstream data, language, time zone..

Example:

„Attributes such as the operating system, hardware version, device settings, file and software names and types, battery and signal strength, and device identifiers.
Device locations, including specific geographic locations, such as through GPS, Bluetooth, or WiFi signals. Connection information such as the name of your mobile operator or ISP, browser type, language and time zone, mobile phone number and IP address.“ (Facebook)

B: Personal data

Description:

Data that is directly related to a natural person such as: name, postal address, gender, ID number, credit card information, phone number...

Example:

"As a result of those actions, you might supply us with such information as: your name, age, address and phone number; credit card information; people to whom purchases have been dispatched (including addresses and phone numbers);" (Amazon.com)

C: Sensitive data

Description:

Data that is defined as "sensitive" Data by the EU GDPR Article 9: Data concerning racial or ethnic origin, political, religious or philosophical beliefs, genetic data, biometric data, health or data concerning a persons sex life or sexual orientation.

Example:

"wellness-related information such as heart rate, ECG, body fat, skeletal muscle, muscle mass, basal metabolic rate, blood glucose level, blood pressure level, blood oxygen (SpO2) level, hemoglobin (HbA1c) level, stress level and sleep-related information. Please note that such wellness-related information can reveal your state of health and can therefore consist of sensitive personal data" (Samsung Health)

2) Protection of children - Does the company knowingly collect personal data of children?

A: No conscious collection

Description:

The company does not knowingly collect information of children.

Example:

"The New York Times does not knowingly collect or store any personal information about children under the age of 13." (The New York Times)

B: N/A

C: Not mentioned

Description:

The collection of personal identifiable information of children is not stated within the privacy policy.

Example:

no example available

3) Third-party Sharing - Does the company disclose your data to third parties?

A: No third-party sharing

Description:

The company does not sell, rent, trade or otherwise share personal data with third parties.

Example:

"We do not share, sell, rent, or trade User Personal Information with third parties for their commercial purposes." (DocHub.com)

B: Only for the intended purpose

Description:

The company shares information only with partners which help them to provide their services.

Example:

"We use a variety of third-party services to help us provide our Services, such as hosting our blogs and wikis and help us understand the use of our Services." (Twitter Inc.)

C: No further explanation

Description:

The company shares or sells information with no further explanation or does not mention any type of sharing practices.

Example:

"We may share or sell data with partners and the public in a variety of ways"

4) Data Security - Does the company mention any kind of safeguarding mechanisms ?

A: Security measures mentioned

Description:

The company cares about data security by implementing sufficient safeguarding methods. (e.g. SSL-Encryption, anonymization, access control)

Example:

"We use a variety of physical and technical measures, policies, and procedures (such as access control procedures, network firewalls, and physical security) designed to protect our systems and your personal information" (Wikimedia Foundation)

B: N/A

C: Not mentioned

Description:

The service provider does not implement any kind of security measures or does not mention any of them.

Example:

no example available

5) Data Retention - How long does the company store the collected data ?

A: Limited to a specific period of time

Description:

The company mentions a specific time period for which the data is saved or specifies an explicit expiration date.

Example:

"As a matter of course, we will delete personally identifiable information associated with accounts that have been inactive for at least 15 years." (The New York Times)

B: Only for the intended purpose

Description:

The company keeps the data until the user deletes his or her account.

Example:

"We retain your personal information as long as it is necessary and relevant for our operations." (Ebay Inc.)

C: Not mentioned

Description:

The company does not mention any kind of expiration date.

Example:

no example available

6) Data aggregation - Does the company aggregate the collected data?

A: No third-party sharing

Description:

The company does not mention any kind of data aggregation practices.

Example:

no example available

B: Only for the intended purpose

Description:

The company aggregates the collected information only for the intended purpose.

Example:

no example available

C: Aggregation and sharing

Description:

The service company shares aggregate information with third parties.

Example:

"GMX may also disclose aggregate, anonymous data based on information collected from users to investors and potential partners." (GMX)

7) Control of data - Does the company offer the possibility to review personal information ?

A: Review, edit and deletion

Description:

The service provider offers the possibility of reviewing, editing and deletion of personal identifiable information.

Example:

"You can remove or modify your personal information at any time by logging in to your account at GMX and navigating to Options -> Account -> Account Data" (GMX)

B: Review, edit

Description:

The company offers limited access to a customers personal identifiable information.

Example:

"Amazon.de gives you access to a broad range of information about your account and your interactions with Amazon.de for the limited purpose of viewing and, in certain cases, updating that information." (Amazon. Inc.)

C: No review, no editing

Description:

No access granted or access to personal identifiable information not mentioned.

Example:

no example available

8) Privacy Settings - Is it possible to choose which privacy related practices will be applied?

A: Opt - In

Description:

The company offers the possibility to subscribe (opt-in) for certain privacy related practices. (No privacy related data analysis by default)

Example:

"If a user decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc."

B: Opt - Out

Description:

The service provider offers the possibility to unsubscribe (opt-out) from certain privacy related practices.

Example:

"GMX gives them the opportunity to opt-out from receiving these types of communications" (GMX)

C: Not mentioned

Description:

The user has no choice to subscribe or unsubscribe from certain privacy related practices.

Example:

no example available

9) Account deletion - Is it possible to delete an account ?

A: Full deletion

Description:

The company offers the possibility of deleting an account. Thereby related data will be fully deleted.

Example:

"To delete your account in its entirety, please navigate to Options -> Account -> Delete Account and follow the instructions under Delete Account" (GMX)

B: Partial deletion

Description:

The company offers the possibility of deleting an account. Thereby related data may remain stored by the service provider.

Example:

"Copies of some material (ex: log records) may remain in our database but are disassociated from personal identifiers" (Facebook Inc.)

C: No deletion

Description:

A user cannot delete his or her account or nothing is mentioned within the privacy policy.

Example:

no example available

10) Data breach notification- Does the company inform its customers in case of a data breach?

A: Within the first 72 h

Description:

The company informs its customers within the first 72 h after they have been attacked.

Example:

no example available

B: General notification

Description:

The company informs its customers but does not specify how or when.

Example:

no example available

C: Not mentioned

Description:

The company does not inform its customers or does not mention it within the privacy policy.

Example:

no example available

11) Policy changes - Does the company inform its customers in case of policy changes ?

A: Individual notification

Description:

The company notifies each of their customers directly (ex. by mail).

Example:

"Where changes are significant, we may also choose to email all our registered users with the new details." (The Guardian)

B: Within the policy

Description:

The company keeps the data until the user deletes his or her account.

Example:

"Should we elect to change our privacy policy we will post the changes here" (The Guardian)

C: Not mentioned

Description:

The company does not mention how they deal with policy changes.

Example:

no example available