

## Objective

Create a UI flow for that allows Norton users to request or delete their data from Norton servers. This was a response to the requirements of the Global Data Protection Regulation.

There were significant consequences for users who chose to delete their data, and it was important for the business to limit data requests and deletions as much as possible. I collaborated extensively with our legal team, UX researchers and visual designers on this flow.

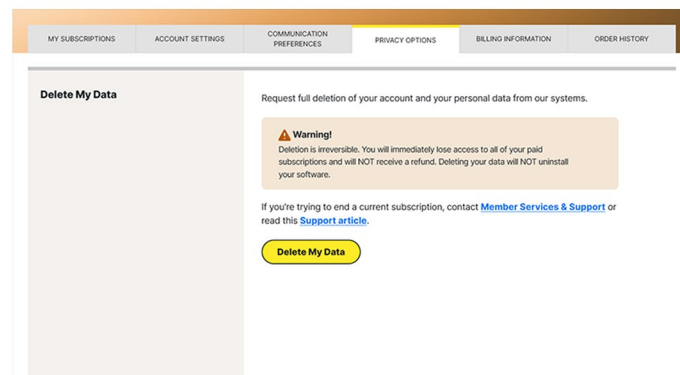
## The Flow

Users can request the deletion of their data (and account) from their account settings after signing in. We elected not to promote this page in any way to limit the likelihood of users accidentally or unintentionally deleting their accounts.

1. This feature was a legal requirement, so creating the copy was a joint effort with the legal counsel.

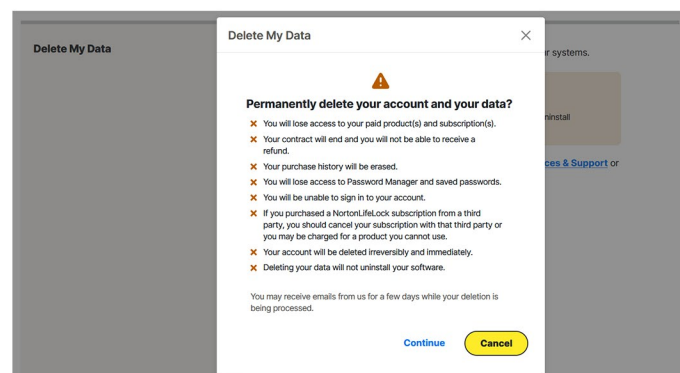
The feature definition is first, but the warning is the most critical information on this screen.

The final paragraph provides a resolution for users looking to modify their current subscription, and maybe get a refund if they're unhappy with their service. Users who delete their data and account don't have this option.

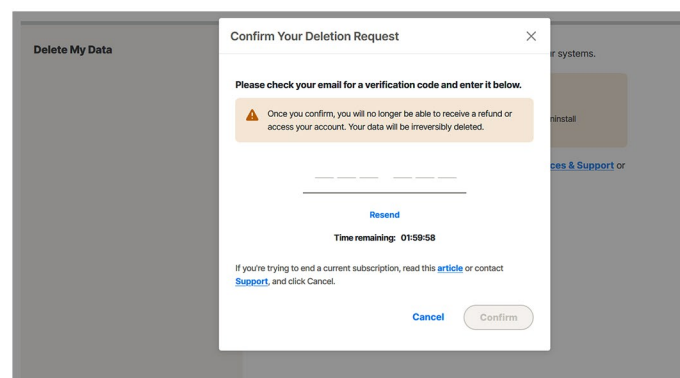


2. Users who decide to continue deleting their account after reading the warning receive another, more thorough explanation of all the features they'd lose. This copy was discussed extensively with product managers and legal counsel.

Overall, the goal was to dissuade users, so we elected to a more verbose warning and the make the default CTA "Cancel." This was an intentional complication to force the user to actively read the messaging before moving forward.



3. The penultimate screen asks for verification and warns the user of consequences a third time. We specifically mention refunds (a third time) so that users seeking to modify or cancel their existing subscriptions exit the flow. The links to our customer support and KB articles are here again for the same reason.



4. The final screen confirms that their request has been received, and is being processed.

