



One Click to Sign Your Life Away

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What am I signing online?



What are we signing online?

❑ The average policy of “top site” is 2400 words in length [2]

❑ A shocking lack of people are reading them [3]

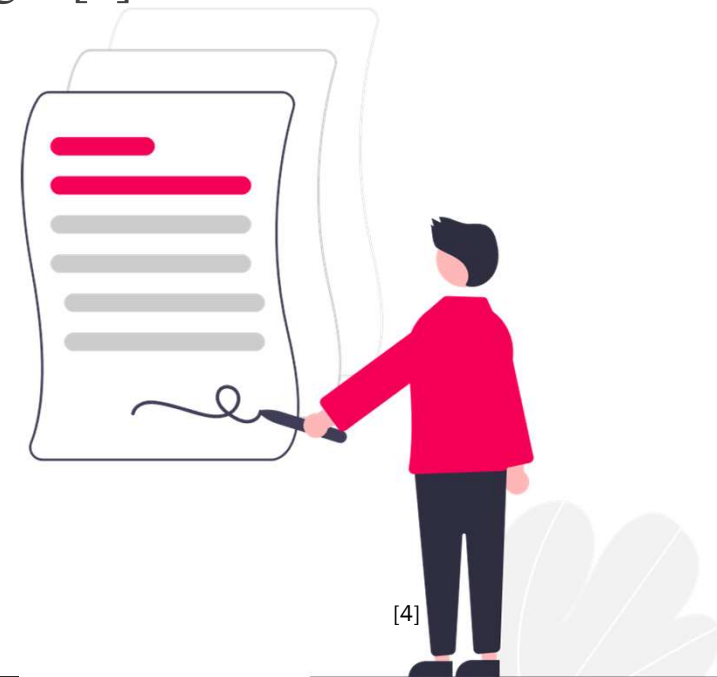
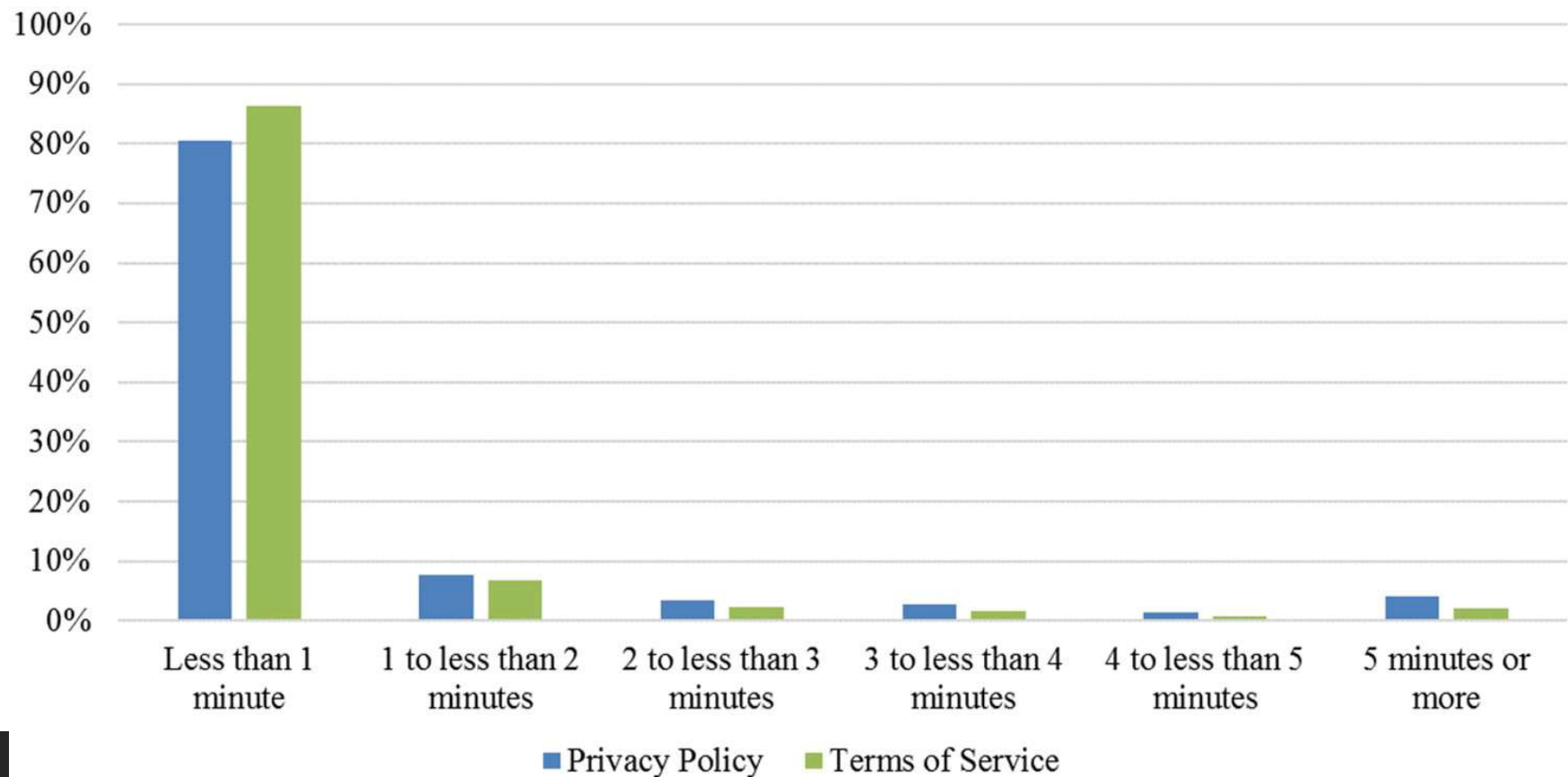


Figure 2. Time spent reading NameDrop privacy policy and terms of service.



What is meaningful consent

- ❑ Major Hurdle
- ❑ Surprisingly Complex
- ❑ Customer must understand[5]
 - ❑ Nature of policy
 - ❑ Purpose of policy
 - ❑ Consequences of policy
 - ❑ Use or Disclosure of their information



[6]

For long and confusing privacy policies

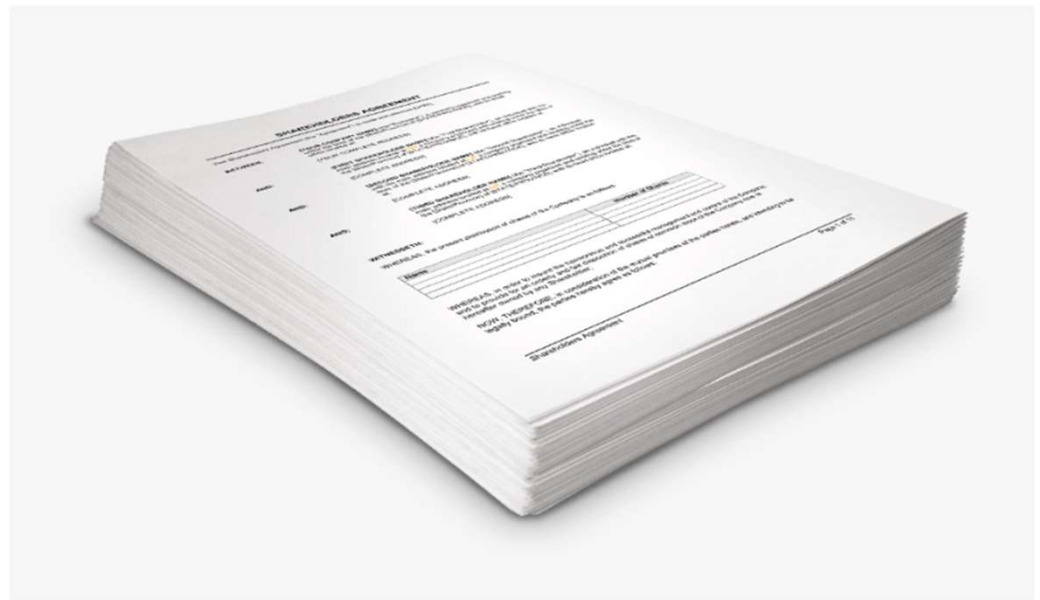
❑ Policy inherently complex

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❑ Customers must understand

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❑ Policy language must be complex to allow customer to fully understand



[7]

No one can understand privacy policies

❑ The technical language makes the policy less understandable [8]

❑ People don't read long privacy

❑ Is it meaningful consent if?

❑ You do not read the privacy policy

❑ Can not understand the privacy policy



What needs to change

- ❑ Need to change the Personal information protection and Electronic Documents Act (PIPEDA)
- ❑ Companies need to provide more legible privacy policies
 - ❑ Technical language perspective
 - ❑ Time perspective
- ❑ Politicians to change to Act

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