[How] Do Users Benefit From Giving Consent? https://doi.org/10.5281/zenodo.4601141

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Benefit to Service Provider
1. Analytics
2. Service Optimisation
3. Service R&D

Benefit to Service Consumer
1. Personalisation
2. Recommendations
3. Additional Features
4. Service Optimisation

google.com (and .others)

1. Benefits and Values [1],[2]

2. Legal Compliance [2],[3]

3. Dark Patterns [3],[4]-[8]

4. Ambiguity in Purposes and descriptions [3],[9]-[11]

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★ Unfair practices → *fairness*

★ Fraud → *accountability*

★ Gaining advantage over competitors → *competition*

★ Mislead consumers → *accuracy*

★ Disclosure of information → *transparency*

GDPR's Principles relating to processing of personal data (Art. 5)

1. lawfulness, fairness, transparency
2. purpose limitation
3. data minimisation
4. accuracy
5. storage limitation
6. integrity and confidentiality
7. accountability

Call for Investigation
Do Users receive the [PROMISED] Benefits from their Consent

To investigate this, we propose a set of interdisciplinary methodological study in which researchers carefully study:

(a) whether <u>benefits</u> exist in return for consenting;

(b) how they are <u>formulated</u> or <u>justified</u> by data-controllers

(c) whether they are clear and <u>comprehensible</u>;

(d) whether they are <u>legally justifiable</u>;

(e) can they be seen or <u>demonstrated</u>; and

(f) what <u>'value'</u> does it provide to the user;

(g) do users <u>perceive</u> the benefit.

Methods of Investigation (non-exhaustive)

➔ <u>Sources of Information:</u> notices, privacy policies, publications

➔ <u>Methodologies:</u> surveys, interviews, experiments, data collection, data analysis

➔ <u>Technological aspects:</u> technical/algorithmic evaluation of benefit and provision

➔ <u>Legal compliance:</u> conformance with legal requirements

➔ <u>Legal rights:</u> exercising rights e.g. Right to Access (GDPR)

➔ <u>Information transparency:</u> accessibility, availability, comprehensibility

➔ <u>Benefits within/across domains:</u> domain-specific context e.g. personalisation

➔ <u>Linguistic aspects:</u> quale, formulation, sentiment, readability, vocabulary

➔ <u>Users' perspective towards benefits:</u> knowledge, attitude, preferences

➔ <u>Users' perception after consenting:</u> comprehension, interactions

➔ <u>Service Provider perspective:</u> knowledge, attitude, perception, framing

➔ <u>Actors involved:</u> parties and roles and relationships

➔ <u>Representation:</u> HCI, UI/UX, nudging, dark patterns

➔ <u>Other human-centric aspects:</u> heterogeneity, cognition, collective