

Sprint #3

Tech22 @averson

HMW allow people to have positive digital interactions
while feeling safe and empowered?



Emilie Burton
HT



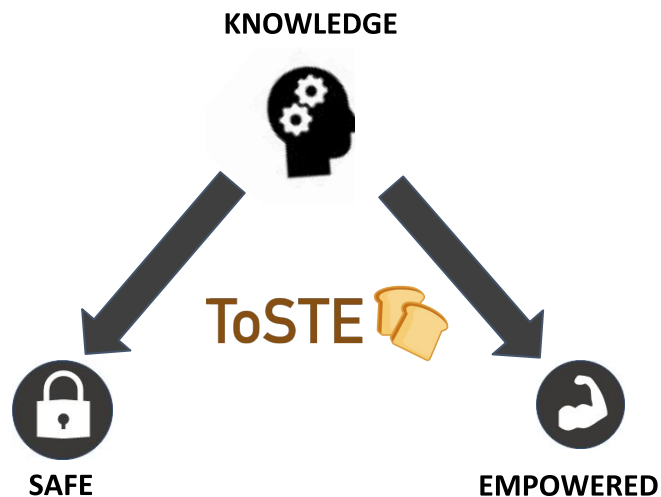
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ToSTE \tos-tè\

Tool to summarize Terms of Service

Terms of Service Text Evaluator - A web extension that **reads** ToS on websites, **analyzes** the complicated privacy clauses using **machine learning**, **summarizes** the clauses, and **presents** them in **simpler language** to users.



Experiments

What we learned?



Key Risks



Experiment



Type



Results

Do users want ToSTE?

Long ToS vs. ToSTE Output

Paper Prototype

82.7% of participants prefer reading simpler ToS over the long version.

Will companies block our script?

Check if we can read the web pages containing ToS

Small-world pilot

We can do it. Python and JavaScript are the best to read the privacy-policy web-page.

Is B2B model feasible?

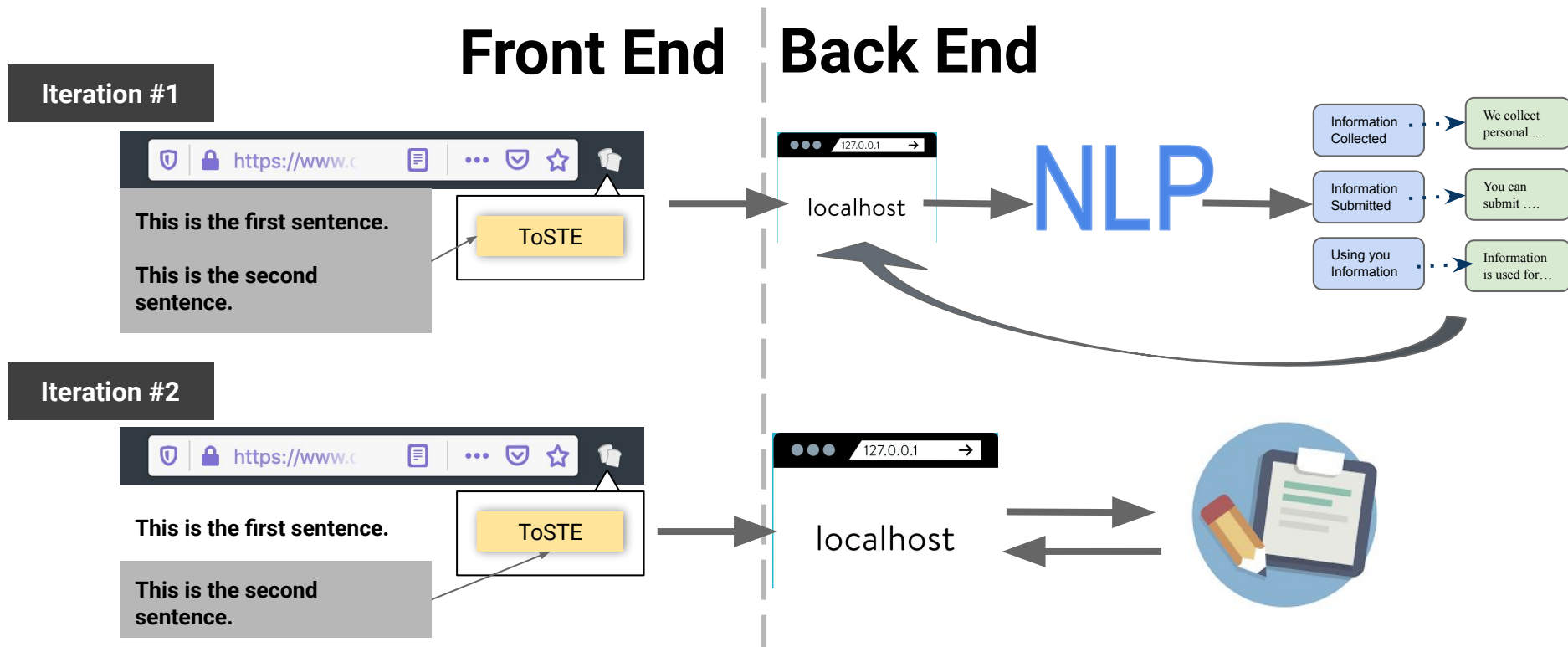
Ask **startups** whether they need ToSTE and are willing to pay

Equivalent experiment

Startups don't read ToS. But, it will be interesting if ToSTE can improve the conversion rate.

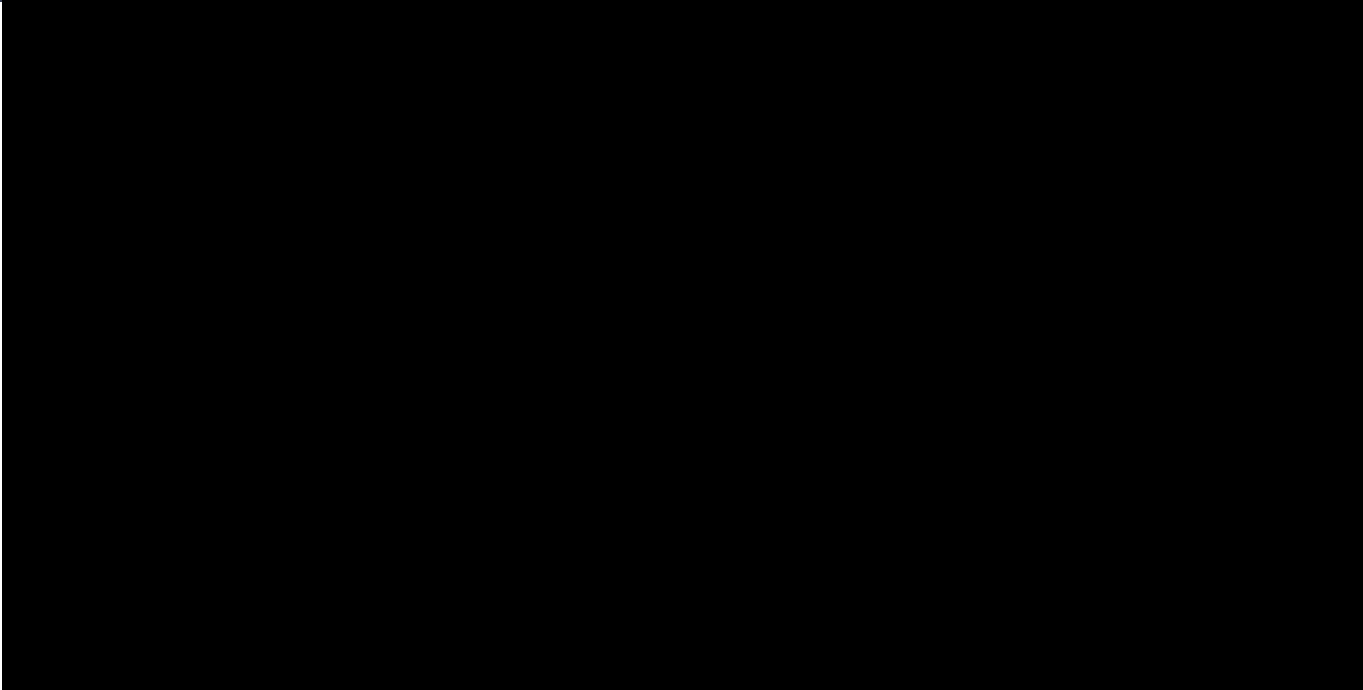
Configuration

How did we build ToSTE?



ToSTE

What have we built?



YouTube Link

<https://youtu.be/t-NhOIX7XYU>

Next Steps

What will we do next ?



Your privacy is protected
on this website!

ToSTE – A partner to your privacy

CORNELL TECH PRIVACY POLICY

<https://tech.cornell.edu/privacy-policy/>

Since both of us care about your information, here are simplified terms of our privacy policy for you to read:



Information collected

We collect personal information you submitted (see No.2), information about your session and information about your device and browser.



About information you submit

You can submit your: (a) contact information; (b) employment information; (c) educational information; (d) academic diversity initiatives; and (e) information about your business.



About using your information

We use the information you submitted for (not an exhaustive list): (a) notification delivery; (b) application consideration; (c) our record; (d) special-needs accommodation; (e) sharing news and other information; and (f) offering assistance.



About sharing your information

We won't sell your data to third parties for their advertising or promotion activities. But, for delivering services to you, we will share your information with: (a) Facebook; (b) Google; (c) Salesforce; (d) Siteimprove; (e) Twitter; (f) Instagram; (g) LinkedIn; (h) Localist; (i) Eventbrite; (j) Sumo; and (k) Element451.



About cookies

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- Disclaimer -
This is not legal advice. And, since this is a summary, it may omit some details to ensure simplicity.

Front End

- Quality-of-life improvements to front-end
- Implement design aesthetics into front-end

Back End

- **Change NLP model** to read from sections instead of entire text
- Get more training data for NLP
- Test more

Business

- A/B test to prove the benefits on conversion rate

Thank You

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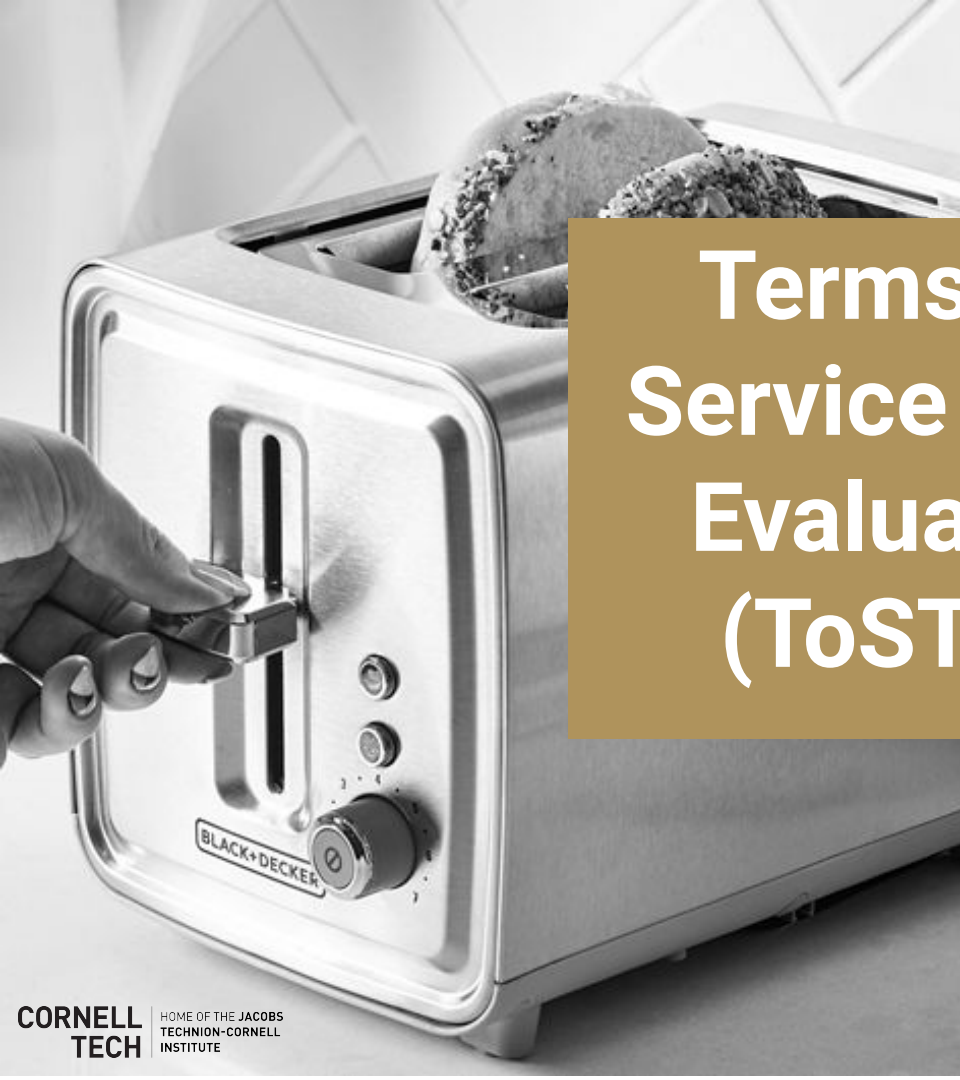
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Terms of Service Text Evaluator (ToSTE)



"I HAVE READ AND
AGREE TO THE TERMS".
DO YOU ACCEPT?



ToSTE *noun*

\tos-te\

A web extension that **reads** ToS in websites, uses **machine learning** to **analyze** the complicated privacy clauses in the ToS, **summarizes** the clauses, and **presents** them in **simpler language** to users.

Appendix

Python results

PYTHON	Conditions	EU-US-Swiss	Privacy	Cookies	Copywrite	Takedown	Data	Platform
Amazon	4131	1078	3416					
Google	2049		4316					
NYTimes	3914		5286	694				
Youtube	4436				598	526		
Cornell Tech	399		1511					
Instagram	3198						2252	2257
Spotify	7655		4834		410			
Facebook	4182			1799			4447	
Netflix	4144		4044					
Twitter	5742		5073	1812				
AVERAGES	3985	1078	4069	1435	504	526	3350	2257

Appendix

Javascript results

JAVASCRIPT	Conditions	EU-US-Swiss	Privacy	Cookies	Copywrite	Takedown	Data	Platform
Amazon	4102	1091		3353				
Google	2023			4302				
NYTimes	3872			5182	687			
Youtube	4420					600	531	
Cornell Tech	395			1402				
Instagram	3172							4286 2231
Spotify	7592			4806		408		
Facebook	4163				1792			4405
Netflix	4110			4005				
Twitter	5441			5052	1783			
AVERAGES	3929	1091		4015	1421	504	531	4346 2231