

Increasing Awareness of Privacy Policies through Graphical Representation

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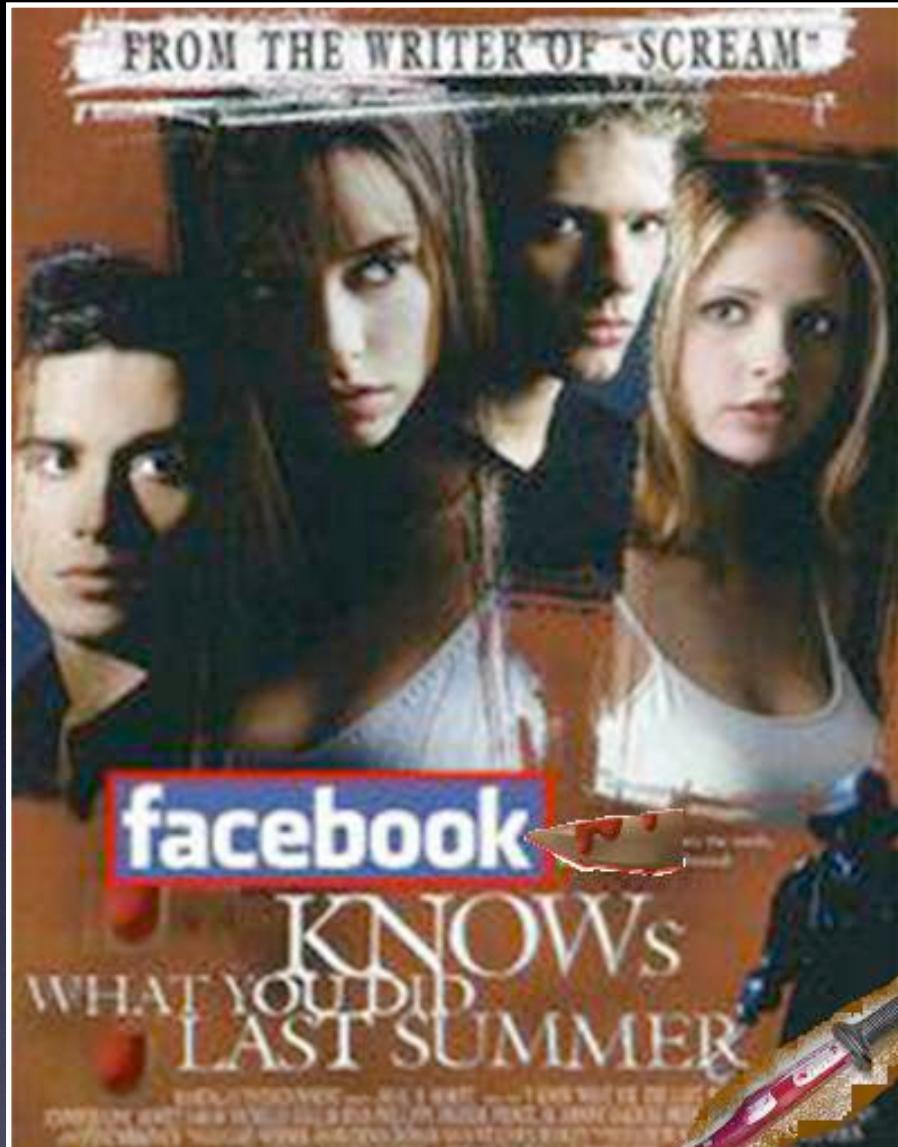
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Overview

- Privacy on the web today
- The privacy gap
- Technical background
- Pre-survey
- Hypothesis
- Experiment
- Next steps

Introduction

Privacy on the web
today



Facebook

<http://flickr.com/photos/500hats/797037514/>

Ubuntu Forums Rules

Forum Rules

In order to proceed, you must agree with the following rules:

Forum Rules

Registration to this forum is free! We do insist that you abide by the rules and policies detailed below. If you agree to the terms, please check the 'I agree' checkbox and press the 'Register' button below. If you would like to cancel the registration, click here to return to the forums index.

Although the administrators and moderators of Ubuntu Forums will attempt to keep all objectionable messages off this forum, it is impossible for us to review all messages. All messages express the views of the author, and neither the owners of Ubuntu Forums, nor Jelsoft Enterprises Ltd. (developers of

I have read, and agree to abide by the Ubuntu Forums rules.

[Register](#)

<http://ubuntuforums.org/register.php>

[Register](#)

Forums and Wikis

ecommerce website
privacy policies



<http://flickr.com/photos/motoed/13544757/>

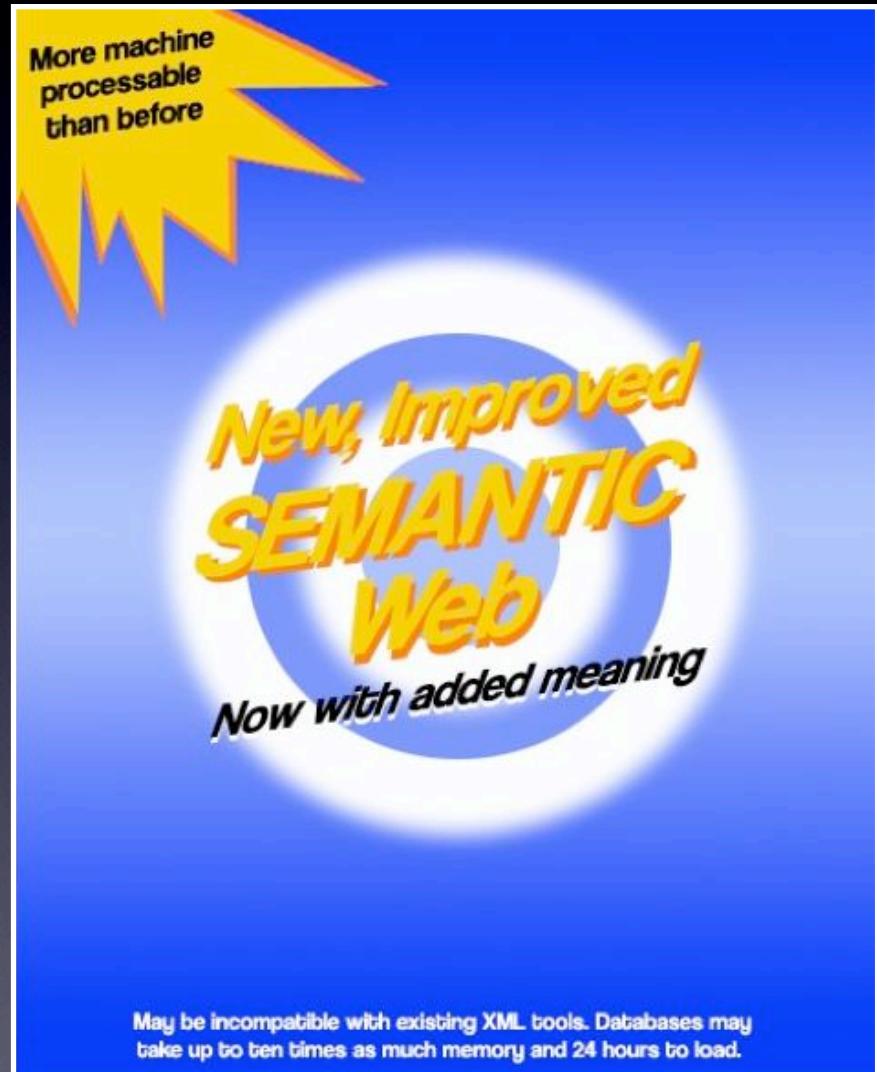
The Wrong Place

The Privacy Gap

- Users don't value their privacy online
 - They don't see their information as an object with monetary value
- There is a culture of ignoring privacy risks, of trusting in the aggregate
- We need to make virtual privacy as relevant as physical privacy

Technical Background

- P3P
- XACML
- EPAL



<http://flickr.com/photos/dullhunk/303503677/>

Experiment Overview

Pre-survey

- We need to verify that the scenario chosen matches the internal privacy policies of our subject base



<http://flickr.com/photos/jarkkos/250725568/>

Simple Privacy Framework (SPF)



Citation

Complicated...

teh message is

simple

ICANHASCHEEZBURGER.COM

ICANHASCHEEZBURGER.COM

<http://icanhascheezburger.com/2008/09/06/funny-pictures-message-is-simple/>

simple

... to simple.

```
<privacy>
  <statement>
    <source>Cell Phone Number</source>
    <receivers>
      <role>Trusted Companies</role>
      <relation from="Trusted Companies">Third Party Advertisers</relation>
      <entity>Acme Anvil Company</entity>
    </receivers>
    <action>call</action>
    <action>text message</action>
  </statement>
  ...
</privacy>
```

Experiment Details

Users presented with graphical representations of potential privacy risks will be more likely to follow up to determine the specifics of the potential risks.

- Registration form
- All fields will be required



Hi there!

We'll get you set up on Yahoo! in three easy steps! Just answer a few simple questions, select an ID and password, and you'll be all set.

Already have an ID or M

[Sign In](#)

Forgot your password or Y

I prefer content from

[Yahoo! Canada](#)

1. Tell us about yourself...

My Name First Name (privacy information)

Gender (privacy information)

Birthday Day (privacy information)

I live in (privacy information)

Postal Code (privacy information)

Example using Yahoo's Registration Screen

Control Group



Hi there!

We'll get you set up on Yahoo! in three easy steps! Just answer a few simple questions, select an ID and password, and you'll be all set.

Already have an ID or M

[Sign In](#)[Sign In](#)

Forgot your password or Y

I prefer content from

Yahoo! Canada

1. Tell us about yourself...

My Name (privacy information)

Gender (privacy information)

Birthday (privacy information)

I live in (privacy information)

Postal Code (privacy information)

Example using Yahoo's Registration Screen

Testing Group

TODO

- Determine actual graphics
- Technical setup for data collection

Analysis

Metrics of Success

- Clickthroughs on the “privacy information” links
- Increased visual attention when showing privacy information
- Time spent to fill out the form and filling out each field

More Metrics

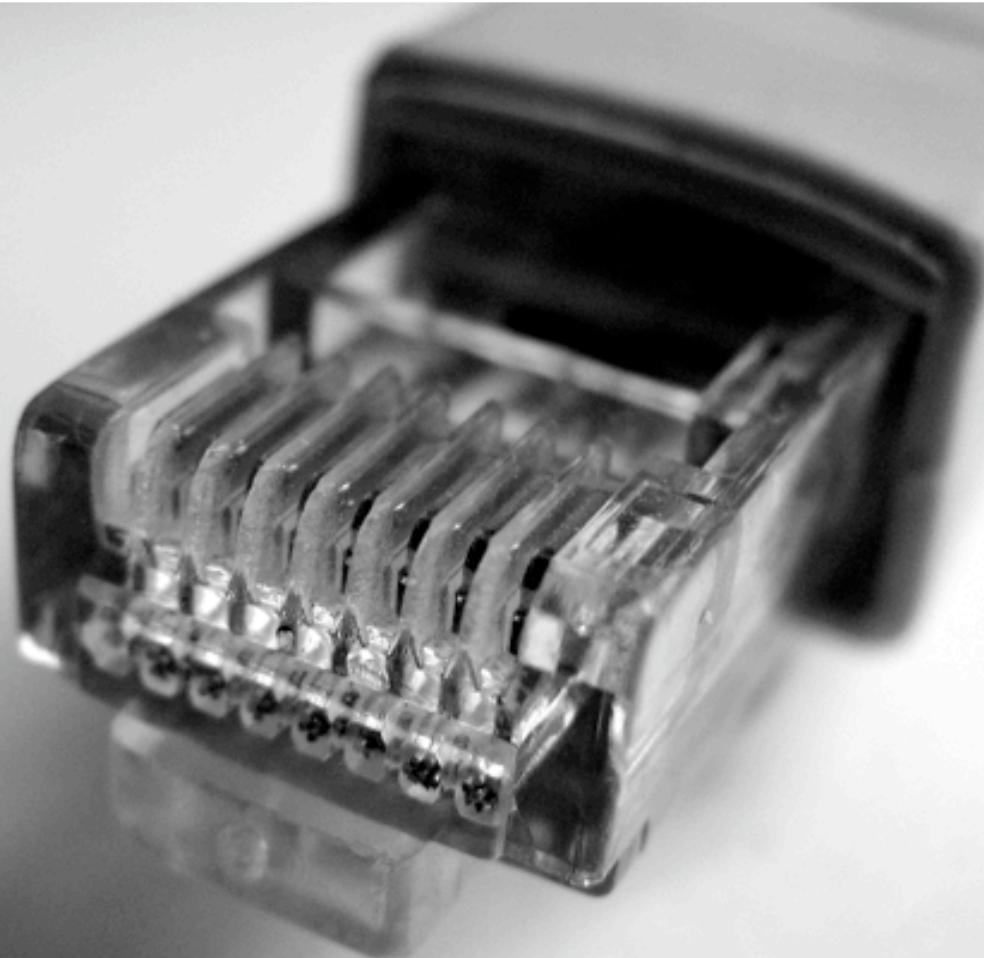
- Number of fixations
- Gaze %
- Number of gazes on an area
- Fixation mean
- Number of fixations
- Gaze duration mean
- Fixation rate overall (f / per sec)
- Aggregate data of the above across all participants

Next Steps



<http://flickr.com/photos/zaccarifande/475813703/>

Browser Plugin?



<http://flickr.com/photos/saschaaa/152502539/>

Web Service?



<http://www.linnovate.net/en/drupalager>

Reference Design?

References

To see up close, go to <http://portfolio.furrypaws.ca/>

And thanks for coming!

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