

## Regulatory Changes

The European Union passes sweeping new privacy regulations.

Past decision: Lose 3 developer resources for any of the following you've shared with anyone: health information, contact lists.



## Guidelines Change

The App Store released new, more restrictive, app review guidelines.

Past decision: Lose 3 developer resources if you shared contact lists with anyone.

-- Or --

Future condition: Contact lists cannot be shared with anyone. When you reach contact lists, you must decide not to share.



## Crunch Time

Developers are working overtime to meet deadlines. Sad developers, happy bottom line.

Gain 1 developer resource.



## New Investment

Your idea has sparked a lot of interest on Wall Street.

Gain 2 developer resources.

## Venture Capital

Your idea has sparked a lot of interest in Silicon Valley.

Gain 3 developer resources.

## IHI Partnership

International Health Insurance wants to buy health information about its customers. In exchange, they will promote your application.

Past decision: Gain 2 developer resources if you shared health information with other companies.

-- Or --

Future condition: Sharing health information with other companies now earns 5 developer resources.

### Amazon Partnership

Amazon wants to learn more about your users by accessing their purchasing information.

Past decision: Gain 2 developer resources if you shared purchasing information with other companies.

-- Or --

Future condition: Sharing purchasing information with other companies now earns 7 developer resources.

### ISA Wants to Partner

Intelligent Sheep Analytics will pay you for access to your users' contacts lists.

Past decision: Gain 2 developer resources if you shared contact lists with other companies.

-- Or --

Future condition: Sharing contact lists with other companies now earns 5 developer resources.

### Targeted Advertising

OmniCom wants to target their advertising based on users' location.

Future condition: Sharing location data with other companies now earns 6 developer resources.

### Location Tracking for Health

Management wants location data to calculate users' physical activity.

Past decision: Gain 1 developer resource if you collected location data to provide service and maintain site.

-- Or --

Future condition: Collecting location data to provide service and maintain site now earns 3 developer resources.

### Site Activity

Management wants to build new features for the most active users based on their site activity.

Past decision: Gain 1 developer resource if you collected site activity for profiling.

-- Or --

Future condition: Collecting site activity for profiling now earns 3 developer resources.

### Contact Info

Management thinks collecting user contact lists can encourage users to share the app with their friends.

Past decision: Gain 1 developer resource if you collected contact lists to provide service and maintain site.

-- Or --

Future condition: Collecting contact lists to provide service and maintain site now earns 3 developer resources.

### Demo Info

The developer team wants to collect demographic info to better understand their users.

Past decision: Gain 1 developer resource if you collected demographic information to provide service and maintain site.

### Dogfood

The internal testing team uses the app for a week and gets irritated that they have to give permission for their contact list to be collected.

Past decision: Gain 3 user trusts if you decided not to collect contact lists for any reason.

-- Or --

Future condition: Deciding not to collect contact lists now earns 3 extra developer resources (in addition to what's written on the board).

### Reviews Are In

Reviewers want to know: do you really need to track site activity?

Past decision: Gain 3 user trusts if you decided not to collect site activity for any reason.

-- Or --

Future condition: Deciding not to collect site activity now earns 3 extra user trusts (in addition to what's written on the board).

### Polling Numbers

3 out of 5 users agree that you shouldn't have to provide demographic information to use the app.

Past decision: Gain 3 user trusts if you decided do not collect demographic information for any reason.

### Angry emails

Many users wrote to say they CANNOT EVEN with your sharing of their data.

Past decision: Lose 2 user trusts and 2 developer resources if you decided to share more than 3 types of data with other companies.

### Best App Policies Ever!

Your restraint sharing data is paying off.

Past decision: Gain 2 user trusts and 2 developer resources if you haven't shared any data with other companies.

### R&D Team data needs.

The R&D team needs more data to figure out what health product to build next.

Past decision: If you collected neither demographic information nor health information for profiling, change your decision about one and adjust your score accordingly. If you already collect either demographic information or health information for profiling, do nothing.

### Marketing's new campaign

To better target the new marketing campaign, marketing requires that purchasing information be collected.

Past decision: If you collect purchasing information for marketing, gain 1 developer resource. Otherwise, collect purchasing info for marketing and adjust your score accordingly.

-- Or --

Future condition: Collecting purchasing information for marketing now earns 5 developer resources.

### Legal is worried.

Legal is worried about potential policy issues raised by collecting health information.

Past decision: Gain 3 developer resources if you did not collect health information for any reason.

-- Or --

Future condition: Not collecting health information for any reason earns 3 extra developer resources (in addition to what's written on the board).

### Legal Sees Future Lawsuits

Legal is worried that collecting contact lists might expose the company to lawsuits.

Past decision: Gain 1 developer resource if you did not collect contact lists for any reason.

-- Or --

Future condition: Not collecting contact lists for any reason earns 1 additional developer resource (in addition to what's written on the board).

### CEO's Statement

The CEO gave a speech about your commitment to protecting the user.

Gain 1 Developer Resource if your team currently has more than 15 user trust points.

### Partnership Problems

Promotion of your company's partnership with Int. Health Insurance has made users nervous.

Past decision: Lose 2 users trusts if you shared health information with other companies.

-- Or --

Future condition: Sharing health information with other companies now costs 6 user trusts.

### Tool creator folds

The creator of an outside analytic tool you use was sold. They had access to site activity data about your users.

Past decision: Lose 2 user trusts if you shared site activity with other companies.

-- Or --

Future condition: Sharing site activity with other companies now costs 7 user trusts.

### Third-party Breach

The tool you use for tracking users' location has been hacked!

Past decision: Lose 2 user trusts if you collected location data for any reason.

### Marketing Blitz



Your marketing department's strategy has paid off.

Gain 3 user trusts



### Successful Promotion

Sometimes paid promotions - paying a social media company to advertise to targeted groups - are a good deal. Today was one of those times.

Gain 2 user trusts



### Advertising Returns

Your web-based advertising campaign was successful.

Gain 1 user trust

### National Security Interests

A government organization has requested access to users' data.

Past decision: All data that you collected so far must now automatically be shared with the Government. Adjust your sharing decisions and scores accordingly.

