

## Value Sensitive Design Assignment #1

**Due Date:** submit w/ Final Project

Write the privacy policy for the website you are designing. Your aim is to be sensitive to all the values that are at play, and make appropriate tradeoffs between them. There are two parts to this assignment:

- Write the privacy policy itself (length is somewhat flexible, but it must be readable by an average person in 5 minutes or less).
- Complete a worksheet (see attached) explaining why you wrote your privacy policy as you did.

Be realistic about what data you're going to collect, and what you're going to do with it. At a minimum, you're presumably going to want some data to improve your website via analytics, so don't just go with a utopian 'we won't collect any of your data' approach. Your interests matter too (e.g. producing a good website that will make money), and collecting data can be an important part of this. What we're looking for is a reasonable and intelligible privacy policy that, through being sensitive to all the values that are at stake, strikes an appropriate balance between collecting useful data, and respecting user privacy.

Privacy Policy:

# Privacy Policy

Last updated: December 14, 2021

This Privacy Policy describes our policies on the use and collection of personal data through your interactions with the Movie review site.

We use Your Personal data to run our service and power its features as related to movies and movie reviewing. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

## Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for You to access our Service or parts of our Service.
- **Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Movie Reviews.
- **Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
- **Country** refers to: Massachusetts, United States
- **Device** means any device that can access the Service such as a computer, a cellphone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to the Website.

- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

# Collecting and Using Your Personal Data

## Types of Data Collected

The Movie Review site may collect personal data related but not limited to the following:

### Usage Data

Usage Data is not collected automatically when using the Service since the operation of the service is currently not dependent on usage data, but by using the site you consent to having your usage data collected. Usage data will be used to analyze users to improve the functionality of the site

### Tracking Technologies and Cookies

We use Cookies and similar tracking technologies to track the activity on Our Service and store certain information. Tracking technologies used are beacons, tags, and scripts to collect and track information and to improve and analyze Our Service

- **Cookies or Browser Cookies.** A cookie is a small file placed on Your Device. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of our Service. Unless you have adjusted Your browser setting so that it will refuse Cookies, our Service may use Cookies.
- **Flash Cookies.** Certain features of our Service may use local stored objects (or Flash Cookies) to collect and store information about Your preferences or Your activity on our Service. Flash Cookies are not managed by the same browser settings as those used for Browser Cookies. For more information on how You can delete Flash Cookies, please read "Where can I change the settings for disabling, or deleting local shared objects?" available at [https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html#main\\_Where\\_can\\_I\\_change\\_the\\_settings\\_for\\_disabling\\_or\\_deleting\\_local\\_shared\\_objects](https://helpx.adobe.com/flash-player/kb/disable-local-shared-objects-flash.html#main_Where_can_I_change_the_settings_for_disabling_or_deleting_local_shared_objects)
- **Web Beacons.** Certain sections of our Service and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of a certain section and verifying system and server integrity).

## Use of Your Personal Data

The Company may use Personal Data for the following purposes:

- **To provide and maintain our Service** (generate movie reviews and likes).
- **To manage Your Account:** The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.

We may share Your personal information in the following situations:

- **With other users:** when You share personal information other users will see your profile, but personal identity information such as email is hidden.

## Retention of Your Personal Data

Your personal data is retained to keep the service running and to aggregate data with other users to display metrics for the site.

## Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

## Links to Other Websites

Our Service does not currently contain links to other websites that are not operated by Us. However, third-party links can be added in the future. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

## Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## **Privacy Policy Justification Worksheet**

1. Briefly describe the website you are building (its purpose/functionality/etc.)

The website we are building is a movie review website. This website obtains information from the OMDB API which grants us information for a library of old and newly released movies. Our website lets users search for movies, leave reviews, look at other user's reviews, and showcase your favorite movie/genre. Users can create an account and make their own profiles or just browse through movies and reviews if not registered on the website.

2. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

The direct stakeholders of the website are us (the creators of the site) and users who interact with and post on the site. Indirect stakeholders are those involved with creating the movies whose data is central is central to the site. Users leaving reviews may want to go and watch or not watch movies based on the information on our website. The creator's families and friends are indirect stakeholders since the use of a website and the information it takes in and puts out affects us and thus everyone who interacts with us as well.

3. What data will you have access to, and what might this data reveal about its subjects?

The data we collect from the user is the username and password they provide if they register on the site. The profiles for user also contain personal information such as favorite movie, genre, and reviews they have made on the site. The data reveals information pertaining to the user and their interactions with the site. Personal information such as name, address, phone number, etc. is not asked for or collected through the website.

4. What values are relevant to your website and its privacy policy? (Note that the relevant values will depend in part on the kind of website you are building).

The privacy policy explains that we use your data in multiple forms to make our website and its various features run. The collection and storage of data is mentioned and the use of cookies to manage sessions on the website and create the user experience is mentioned. We respect the user's autonomy on the website and make the privacy policy easily accessible. We do not attempt to obtain information in an untransparent way and do not use data for anything other than making the features of our website run as intended. The website does not bias the user towards a certain way of using the website and the homepage reflects this as it only presents information that the user has given consensually. The purpose of this website is to enable users to search a catalog of movies, leave reviews, and share their info pertaining to those movies on their profiles.

5. What counts as “success” for the website you are building?

We want a diverse array of reviews and ratings to come into the site so it provides useful info to users. Given our values and stakeholders success for the site is providing our features and having them give as much information about movies to users as possible.

6. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).

We had to make a tradeoff in how we talked about usage of personal data and the future use of data when potentially adding features to the site. We made sure to make it clear that the collection and use of user data is transparent and easy to understand for the user. Therefore we respect user autonomy by giving clear information when asking for information.