

Privacy Policy

This Privacy Policy ("Policy") applies to the Google Chrome Extension developed for the research project *Understanding User Perceptions of App Privacy and Data Safety Labels on the Google Play Store* conducted by the Security and Privacy Research Group (GWUSEC) at The George Washington University ("Company"). This IRB-approved study is hosted at <https://dsl-survey.gwusec.seas.gwu.edu>.

The extension is designed solely to facilitate research participation. It will assist participants in exploring their Google Play Store app library and the Google My Activity page, and it will guide them through linked survey tasks. The extension operates in conjunction with the informed consent process approved by the George Washington University IRB.

By installing or using this extension, you consent to the limited data practices described in this statement.

California Consumer Privacy Act and California Privacy Rights Act

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA):

- Right to Know: You may request details on what personal data we collect, use, and share.
- Right to Delete: You may request deletion of personal data, subject to legal exceptions.
- Right to Correct: You may request corrections to inaccurate personal information.
- Right to Opt-Out: You may opt out of the sale or sharing of personal data (note: we do not sell data).
- Right to Restrict Sensitive Data Use: You may limit the use of sensitive personal information.
- Right Against Retaliation: We will not discriminate against you for exercising your rights.

Collection of Your Information

The extension itself does not automatically collect any personal information.

- During the study, participants will be asked to review and optionally share three apps from their Google Play library.
- Only the metadata related to those three apps (app names and related Data Safety Labels) will be transmitted to the survey platform once you provide informed consent.
- No other personal data, browsing history, or device information is collected.
- All personal data from My Activity and your broader Play Store history remain stored locally on your computer and are never transmitted to us.

Demographic information (e.g., age, gender, race, field of work) is collected separately

through the survey, not via the extension. This information is non-identifiable and anonymized.

Sharing Information with Third Parties

- We do not sell, rent, or lease your information to third parties.
- Survey data is used exclusively for research purposes as described in the informed consent form.
- Data may be shared in aggregated or de-identified form for publication.
- Your identity will never be disclosed in any report or publication.

Security of Your Information

We take appropriate steps to protect your information:

- Encryption in Transit: Data transmitted from the extension to the survey site is encrypted.
- Minimal Data Practices: We only collect the specific data you consent to share.

Despite these protections, no Internet transmission can be guaranteed 100% secure.

Rights to Deletion

Upon verified request, you may ask us to delete:

- Survey data linked to your participation;
- Any metadata you voluntarily provided via the extension.

Deletion may not apply if data has already been anonymized, aggregated, or published in a form that cannot reasonably identify you.

To exercise your rights, please contact the study team at aaviv@gwu.edu.

Children Under Thirteen

This extension and study are not intended for children under 13. We do not knowingly collect any personal information from children.

Changes to this Statement

We may update this Policy from time to time (e.g., if study procedures or regulations change). Significant changes will be communicated through the survey website.

Contact Information

If you have questions about this Policy or your data, please contact:

The George Washington University
GWUSEC – Security and Privacy Research Group
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Washington, DC 20052

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This research has been reviewed according to the George Washington University IRB procedures for research involving human subjects.

Effective as of: September 5, 2025