

Informed Consent for Participation in a Research Study

Title of Study: Key Factors Influencing Developers' Decisions to Change App Labels

IRB #: NCR246154

Principal Investigator Name: Prof. Dr. Adam J. Aviv

Version Date: Sep 15, 2025

You are invited to participate in a research study under the direction of Dr. Adam J. Aviv of the Department of Computer Science, George Washington University (GWU). Taking part in this research is entirely voluntary. Further information regarding this study may be obtained by contacting Prof. Dr. Adam J. Aviv the principal Investigator of the research study, at telephone number (202)994-6569.

The purpose of this study is to explore the main factors that lead developers to keep the privacy labels for their apps consistent across multiple updates, and how that is reflected in their app's privacy policies.

What are the reasons you might choose to volunteer for this study? There are no direct benefits from participating in this research beyond possible compensation. Participants who respond to the email and answer the research questions will be offered the opportunity to enter a raffle for a chance to win one of 3 \$50 gift cards. However, potential indirect benefits include Increased awareness for future updates and implementation of privacy labels, and an opportunity to reflect on current practices when implementing and changing privacy labels.

What are the reasons you might not choose to volunteer for this study? Participation in this study involves minimal risk. You may feel some discomfort answering questions about your app's privacy labels.

If you choose to take part in this study, you will answer some questions about your app's privacy label, including describing the factors behind keeping the privacy labels consistent, and how that is reflected in the app's privacy policy. The total amount of time you will spend in connection with this study is **approx. 30 minutes**. You may refuse to answer any of the questions and you may stop your participation in this study at any time.

Possible risks or discomforts you could experience during this study include: potential loss of confidentiality if study data becomes linked to participants' application, and minimal psychological discomfort when asked about the reasons behind keeping the privacy labels consistent across multiple versions of the app.

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You will not benefit directly from your participation in the study. The benefits to science and humankind that might result from this study are: Inform the broader security and privacy community about developers' practices regarding privacy labels and contribute to understanding the factors influencing developers to keep the apps' privacy labels consistent, and improve transparency in the app ecosystem.

Every effort will be made to keep your information confidential, however, this can not be guaranteed. All study data will be unlinked from identifiable information. Only authorized researchers will have access to study data. All data will be stored on secure, encrypted servers and access logs will be maintained to track any access to sensitive information. If results of this research study are reported in journals or at scientific meetings, the people who participated in this study will not be named or identified.

The Office of Human Research of George Washington University, at telephone number (202) 994-2715, can provide further information about your rights as a research participant.

To ensure anonymity your signature is not required, unless you prefer to sign it.

Your willingness to participate in this research study is implied if you proceed.

*Please keep a copy of this document in case you want to read it again.