



University
of Cyprus

OhKéy

**AN ANNOTATION TOOL FOR
PRIVACY POLICIES**

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Ioanna Theophilou (itheop02@ucy.ac.cy)

Evangelia Vanezi (vanezi.evangelia@ucy.ac.cy)

Platform link [here](#).

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1. Who are we?

We are a team of researchers that aim to assess different types of privacy policies in terms of comprehensibility and readability. This survey is being also conducted in the context of a Master's dissertation.

The purpose of this comprehensibility assessment is to evaluate the understanding of people, that may or may not have a legal background, of the privacy policy since it is well known that they are long documents of text and not user friendly. We will analyse the results and we will create a solution based on those.

Thank you for participating.

2. About the tool

This is a Privacy Policy annotation tool that fits the purpose described above. The tool has three main pages. The 'Home' page , the 'Survey' page and the 'Annotations' page. The home page describes the purpose, and asks for the user's consent in this survey.

The 'Survey' page asks demographical questions about the user of the tool that will remain anonymous when submitted.

The 'Annotations' page presents the user with the three types of Online platforms and the user must choose one in order to assess its privacy policy. Each type has three policies available.

3. What we ask from the survey's participants

Each participant must assess one Privacy Policy of each type. We would be grateful for as many assessments as possible. To assess another privacy policy the participant must press Home and return to the home page in order to take the survey again.

4. Home page



Figure 1: Home page button on the navigation menu

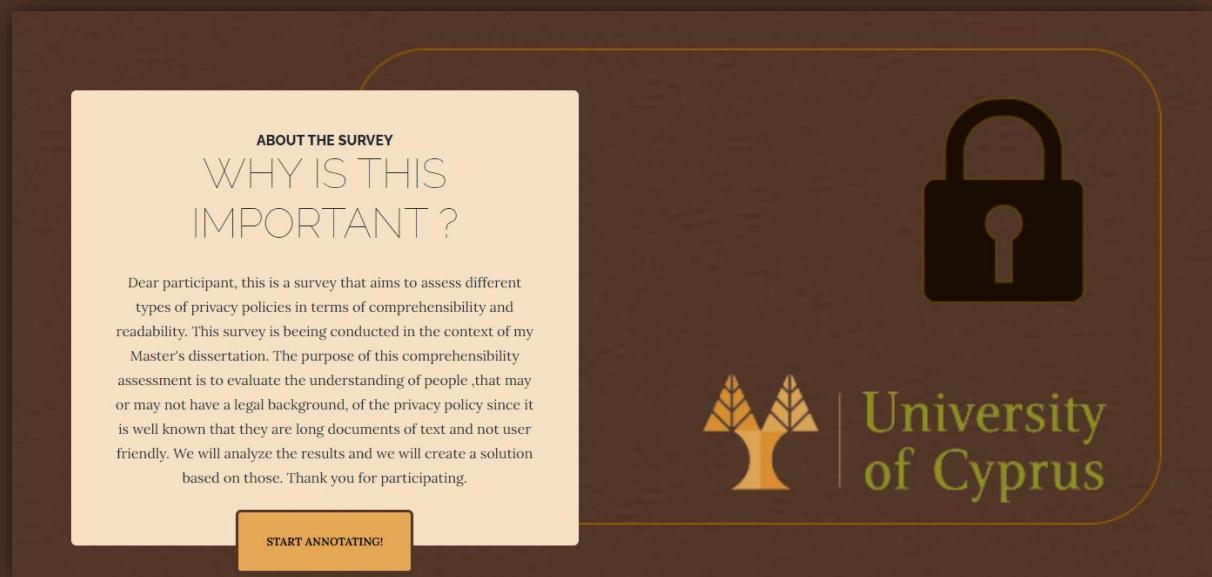


Figure 2: Explanation of survey and 'START ANNOTATING' button

The user must press the 'START ANNOTATING' button in order to go to the 'Survey' page.

WE VALUE YOUR CONSENT
CONSENT FORM

Thank you for considering participating in this survey for collecting the requirements of the project explained on the previous section.

Informed Consent Form:

This survey does not have any commercial purposes; the involved researchers do not have any monetary benefits by conducting it, and the results will be published in the form of reports and research papers based on the survey. We ask you to provide only anonymous data in this survey. All information will be safeguarded subject to any legal requirements.

This research will involve you completing a number of questions. The whole procedure is estimated to take about 1 hour. You can assess as many policies as you want.

By responding to this questionnaire, you confirm the following:

- You have read and understood the purpose of the survey.
- You understand that taking part is voluntary. You can withdraw from the study at any time during the survey, and do not have to give any reasons for why you no longer want to take part.
- You agree that the answers you would give will be stored in digital form. Only the involved researchers will have access to this information, and this information will not be distributed to any other person or entity.

Figure 3: Consent form (part 1) at the bottom of the page

access to this information, and this information will not be distributed to any other person or entity.

By completing this survey, you are consenting to participate in this study voluntarily. You are indicating that you have read the research description and that you agree to the terms as described.

If you have any comments or questions, please contact the persons responsible:

- Ioanna Theophilou, University of Cyprus, Cyprus (itheop02@ucy.ac.cy)
- Evangelia Vanezi, University of Cyprus, Cyprus (vanezievangelia@gmail.com)

Figure 4: Consent form (part 2)

5. Survey page

The image shows a survey page with a light beige background and a yellow border. At the top center, the text "PLEASE COMPLETE THE FOLLOWING SURVEY" is displayed in a bold, black, sans-serif font. Below this, a section titled "1. Biographical Data" is shown in bold black text. The first question, "1.1 Age Range *", is followed by a dropdown menu containing the option "18-25". The second question, "1.2 Gender *", is followed by a dropdown menu containing the option "Male". The third question, "1.3 Do you have a legal background? *", is followed by a dropdown menu containing the option "No". At the bottom left of the form area, there is a green-outlined "Submit" button.

Figure 5: Demographic data gathered

The user must press the 'Submit' button in order to go to the next page.

6. Annotation page

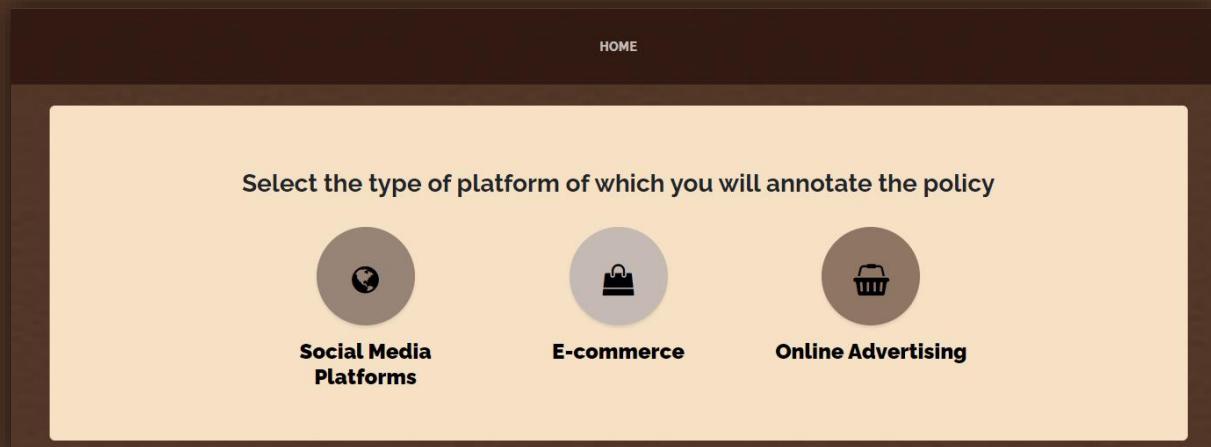


Figure 6: Types of platforms

The user is presented with three options that describe three types of platforms. The user must select one by pressing one of the icons.

a. Social Media platforms



Figure 6: Three options of social media platforms

The user must select one in order to start annotating.

b. E-commerce

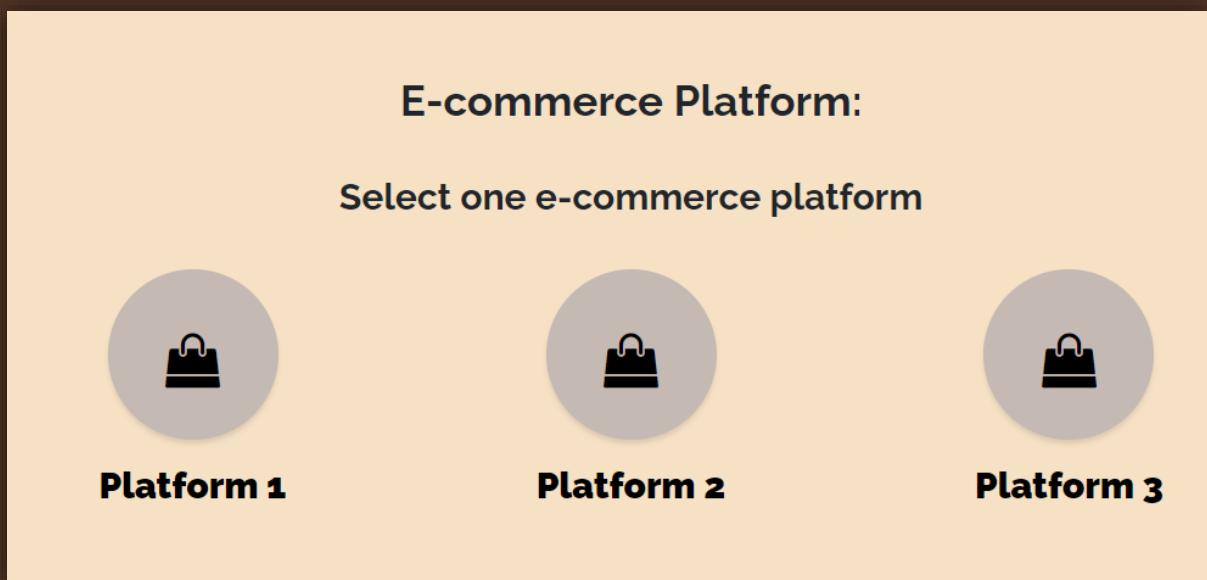


Figure 7: Three options of e-commerce platforms

The user must select one in order to start annotating.

c. Online advertising

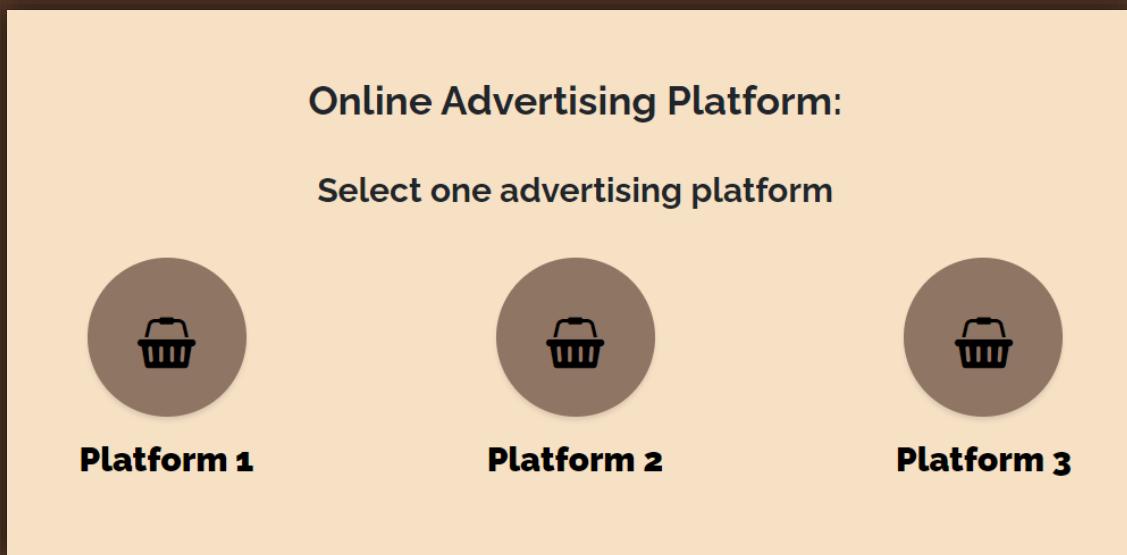


Figure 8: Three options of online advertising platforms

The user must select one in order to start annotating.

7. Survey submission

The privacy policies presented in the tool are from real platforms. All names are removed for privacy reasons although all platforms are found online.

The Privacy policies are categorized in Headers and Normal Text. Both are visible within a grey border. Headers are identified by a dark brown colour. Each text under the title is considered to describe what the title refers to.

Both Normal Text and Header options in the Policy representation, are clickable. Basically the user can click on everything marked with the grey border.

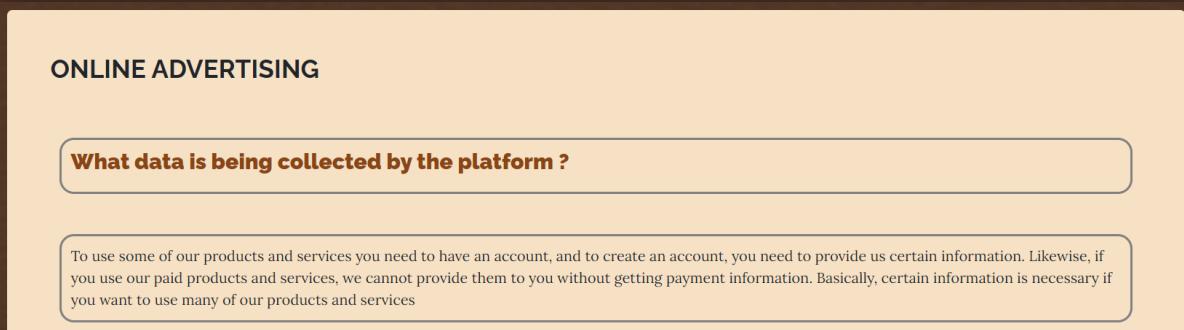


Figure 9: Beginning or real Privacy Policy presented in the platform.

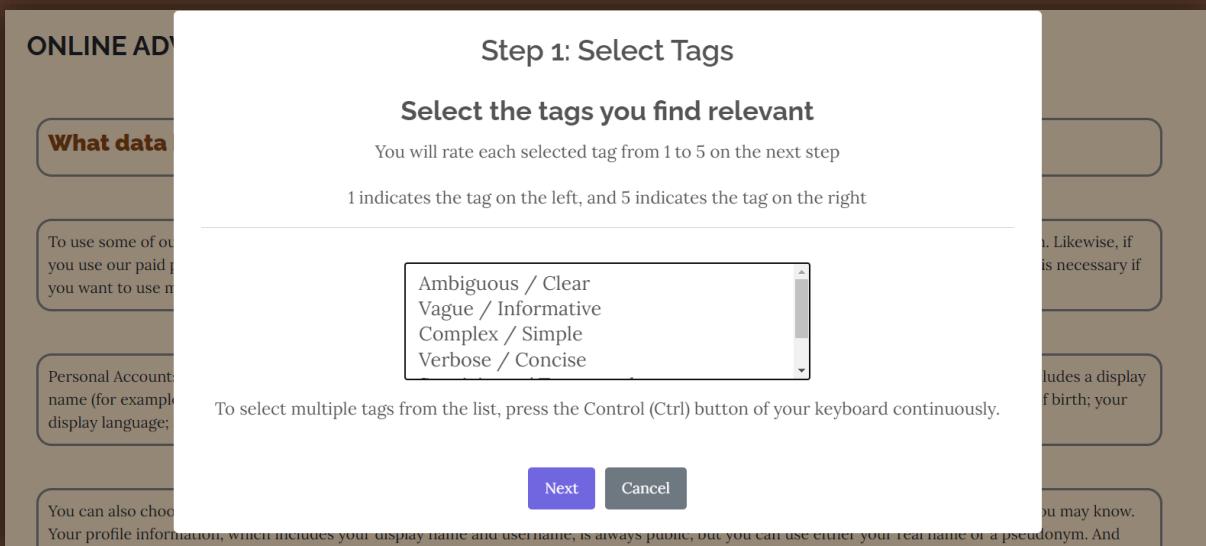


Figure10: Step 1 of annotation process.

After the user presses one of the texts to annotate, this popup will appear. It instructs the user to select one ore more tags. The tags will be then rated from one to five with a

color-coded Likert scale. The user can select more than one tags by pressing the CTRL button on the keyboard as instructed by the popup.

The screenshot shows a user interface titled "Step 2: Rate Tags". It contains three dropdown menus. The first menu, "Ambiguous / Clear", has the value "1" selected. The second menu, "Complex / Simple", has the value "3" selected. The third menu, "Suspicious / Trustworthy", has the value "5" selected. Each menu is color-coded according to a Likert scale: 1 is red, 2 is orange, 3 is yellow, 4 is green, and 5 is blue. Below the menus, there is a note: "Your profile information, which includes your name and contact details, will be visible to other users. You can use a real name or a pseudonym. And remember, you can create multiple different names and profiles, for example, to represent different parts of your identity, professionally or otherwise."

Figure 11: Second step of annotation process.

Figure 11 shows that the user selected three tags. The ‘Ambiguous / Clear’ tag, the ‘Complex/ Simple’ and the ‘Suspicious / Trustworthy’. The dropdown list is colour coded to the Likert scale as mentioned above.

The example shows that the selected text is very Ambiguous (‘Ambiguous / Clear’ = 1), its neutral in terms of complexity (‘Complex/ Simple’ = 3) and its very Trustworthy (‘Suspicious / Trustworthy’ = 5).

The screenshot shows a user interface titled "Step 3: Any comments on your assessment ?". It features a text input field with the placeholder "Add a comment...". Below the input field are two buttons: "Save" (purple) and "Cancel" (grey). The background of the dialog is white, and it is overlaid on a dark grey background with some text visible.

Figure 12: Final Step of assessment.

In the final step of the assessment, the user can leave a comment. This field can be left empty.

The user then must press “SAVE”.



Figure 13: The assessment will then appear above the assessed text (= the text that was initially selected).

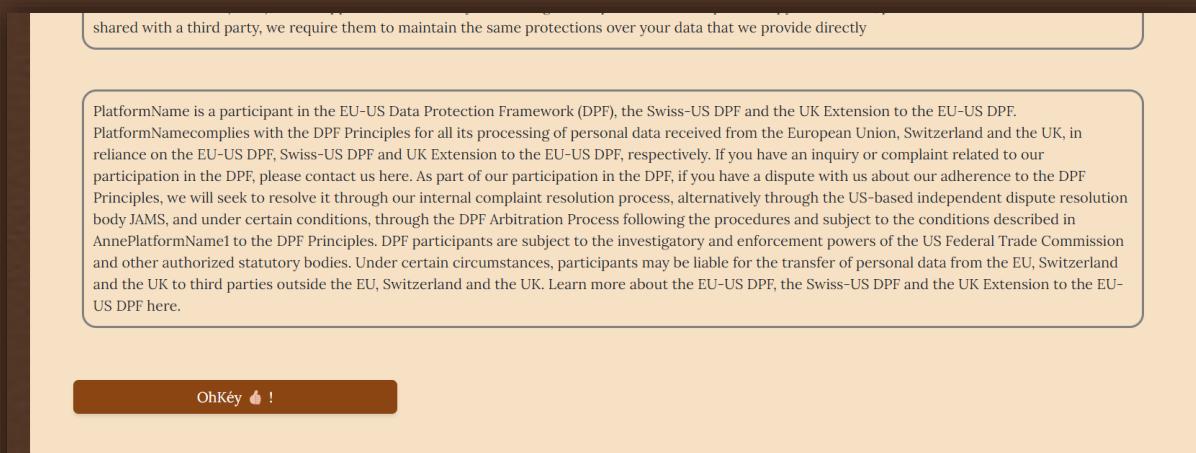


Figure 14: The assessment ends by pressing the button

The user then must press the “OhKéy !” button indicating that everything is okay with the assessment.



Figure 15: Confirmation message