

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 Justification Worksheet

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

My partner and I are building a website that allows users to view movie trailers. It is very similar to Netflix, except instead of watching the entire movie, users are watching trailers of the movies. Another feature that we built in was having users be able to interact with other user profiles. There is a following and view favorites feature while interacting with another profile.

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

Some stakeholders of the website include people who like to watch movies, and want to watch the trailer before committing to the movie, reviewers of movies, students and teachers.

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

We will have data to users' names and email address, and we may have access to data on their address, phone, birthday, school, description, and role depending on if they would like to give that information to us. This would help us to make the website experience more personal to users, and would help us to reveal some demographic information on what type of people come across or uses or service.

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).

Values that are relevant to our website and its privacy policy are user interactions, usability and user privacy. We value user interactions with other users to make the experience more personal and fun for the users. We value usability because we want our website to be both navigable and useful. We value user privacy because it's important to protect information that users input into our service. Our only use for their information is to benefit them and make the website more friendly for them.

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

Our website’s usability, usefulness, design and features were all very successful in the website that we built.

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 took the relevant values into account in writing our privacy policy. In order to allow for users to be able to interact with other users, we needed access to their information to allow for users to create their own personal profile and interact with other different profiles. There was sort of a trade-off between user usability and user interactions with their privacy.