

## I. Guideline

### 1. Basic concept

{ risk: whether it exceed minimum risk  
benefit: whether result is meaningful  
choice: whether participants have other choices  
privacy

### 2. Assessing Risk

Is the risk greater than minimal risk?

▷ search engine test - change adding price information.

✓ Health app lets users know possible consequences of diets  
(possible FDA regulation)

### 3. Assessing Data Sensitivity

#### Assessing Data Sensitivity

Should the following data be considered sensitive?

- |  |  |
|--|--|
| <input type="checkbox"/> Census data by zipcode                    | Too granular for re-identification.                  |
| <input type="checkbox"/> Daily traffic to specific sites           | Can't identify individuals.                          |
| <input checked="" type="checkbox"/> Glucose levels with timestamps | Timestamps could identify. Regulation such as HIPAA. |
| <input type="checkbox"/> Online game stats                         | Game data not sensitive.                             |
| <input type="checkbox"/> Shopping stats by zipcode                 | Too granular for re-identification                   |
| <input checked="" type="checkbox"/> Credit card information        | Very sensitive!                                      |

## II. Question and Consent

### 1. Basic Questions

① Are users being informed

- ②. What identifiers are tied to the data (sensitive and subject to review)
- ③. What type of data is being collected (eg: health/finance)
- ④. What is the level of confidentiality and security (can anyone access data?)

## 2. Informed consent

- Participants are told that the risks that they may face if they participate in, what benefits might result, what other option they have, what data is being gathered, and how the data is being handled
- They are given all information and can choose whether to participate or not

## 3. Which test need future review?

Would you seek further review, or possibly obtain user consent?

- Survey about net worth on financial news site. Test Survey at bottom of article vs. after first page, not allowing user to advance until they complete the survey.
- Different menu layouts for meal delivery company
- Test different ways of presenting user heart rate data

## 4. Provided information

Which information is ethically necessary to provide to users?

- A Terms of Service (TOS) or a Privacy Policy

- History of funding

- Navigation bar

- List of experiments you are planning on running

- Search bar

if don't related to personal information, don't need to show.

given that might skew the results

## 5. Internal Training

### Internal Training

Which information is it ethically necessary for anyone who runs A/B tests to know?

- Which questions to consider when evaluating ethics
- History of A/B testing
- History of IRBs
- Data policy detailing acceptable data uses
- Principles to uphold