

Question	All	Friends	Public	Work	App
video of you unclothed	95.97(1)	97.83(4)	94.44(10)	100.0(1)	90.63(2)
bank account information	95.91(2)	94.44(10)	95.83(7)	100.0(1)	90.91(1)
social security number	94.84(3)	100.0(1)	100.0(1)	93.75(9)	88.68(3)
video entering in a PIN at an ATM	92.67(4)	100.0(1)	93.94(12)	87.5(20)	88.57(4)
photo of you unclothed	92.59(5)	96.15(6)	91.67(16)	100.0(1)	77.78(6)
photo of you that is very embarrassing	91.39(6)	94.87(8)	100.0(1)	94.59(6)	78.05(5)
username and password for websites	89.55(7)	96.77(5)	95.35(9)	94.29(7)	64.0(14)
credit card information	88.98(8)	100.0(1)	93.55(13)	95.12(5)	65.52(13)
video of you that is very embarrassing	88.41(9)	91.89(13)	94.12(11)	94.29(7)	71.88(9)
photo of you at home	87.5(10)	85.71(19)	96.97(5)	93.55(10)	71.43(10)
audio recording of work conversations	86.82(11)	94.74(9)	96.67(6)	100.0(1)	53.33(24)
video of entering in a passcode to a door	85.53(12)	95.24(7)	89.19(21)	81.08(35)	75.0(7)
audio recording of phone conversations	85.16(13)	93.55(11)	97.22(4)	90.32(14)	56.67(20)
amount of money you have	84.44(14)	90.7(14)	100.0(1)	93.1(11)	63.41(15)
video of you intoxicated	83.21(15)	81.48(26)	91.67(16)	88.89(17)	68.75(11)
when you have sex	81.95(16)	78.72(31)	87.5(23)	90.0(15)	73.08(8)
video of you at home	81.05(17)	87.8(16)	86.49(24)	89.19(16)	60.53(17)
photo of you intoxicated	78.95(18)	80.43(27)	90.7(18)	87.1(23)	53.13(25)
photo of you at random	78.76(19)	82.86(24)	83.33(29)	81.48(32)	66.67(12)
recording of passing conversations	78.13(20)	86.11(18)	85.29(26)	87.5(20)	55.88(21)
medical conditions	77.7(21)	92.5(12)	85.71(25)	85.29(27)	40.0(37)
video of you at random	76.19(22)	73.17(40)	90.24(19)	88.24(19)	48.39(31)
video of you off-guard	76.0(23)	85.19(21)	79.17(34)	91.43(13)	53.85(23)
photo of your work or workplace	74.62(24)	76.32(33)	82.14(31)	81.48(32)	62.16(16)
username for websites	73.44(25)	90.32(15)	74.29(43)	84.62(28)	50.0(29)
address	72.61(26)	62.5(50)	93.18(14)	81.58(31)	51.16(28)
audio recording you captured	72.55(27)	87.18(17)	75.0(40)	72.22(46)	50.0(29)
photo of you off-guard	72.55(28)	83.33(23)	80.0(32)	80.49(37)	45.95(33)
photo downloaded from internet	71.81(31)	79.17(29)	76.09(38)	86.27(25)	32.14(47)
photo sent to you from others	71.63(32)	85.19(21)	84.62(27)	75.61(44)	41.18(35)
video others sent you	70.59(33)	82.86(24)	95.83(7)	80.49(37)	30.56(49)
video of your work or workplace	70.54(34)	74.19(36)	83.87(28)	70.0(49)	51.85(26)
fingerprint	70.12(35)	77.78(32)	80.0(32)	70.27(48)	55.32(22)
when you were lying nervous or stressed	69.74(36)	74.29(35)	74.36(42)	91.89(12)	41.46(34)
audio recording of you (voice notes)	69.59(37)	80.0(28)	78.05(35)	88.57(18)	38.1(39)
medication taken	69.49(38)	79.17(29)	73.68(44)	81.25(34)	37.5(40)
videos already on device	68.89(39)	58.82(52)	82.93(30)	79.31(40)	51.61(27)
photo of your signature	68.07(40)	63.64(48)	64.52(51)	85.71(26)	59.26(19)
web history	66.44(41)	74.19(36)	70.27(45)	86.84(24)	37.5(40)
photos already on device	66.21(42)	75.0(34)	77.78(36)	79.55(39)	27.27(53)
home address	65.0(43)	61.54(51)	87.88(22)	69.44(50)	40.63(36)
fine-grained location tracking (+/- cm)	63.51(44)	73.53(39)	76.19(37)	78.13(41)	30.0(50)
photo of people at random	61.94(45)	72.73(41)	61.11(54)	82.05(30)	38.3(38)
video downloaded from the internet	61.49(46)	63.89(47)	75.0(40)	82.86(29)	33.33(45)
when you are alone	61.27(47)	51.52(55)	69.44(46)	80.95(36)	35.48(43)
location tracking (+/- m)	61.24(48)	57.69(53)	92.11(15)	63.64(55)	25.0(56)
videos of people at random	61.04(49)	63.27(49)	75.61(39)	71.88(47)	28.13(52)
where you are currently going	60.87(50)	74.19(36)	68.75(48)	65.85(54)	35.29(44)

Continued on next page

Table 1 – continued from previous page

Question	All	Friends	Public	Work	App
recording of sound around you	60.45(51)	71.43(42)	64.71(50)	75.76(43)	35.9(42)
people you spend time with	60.0(52)	71.43(42)	60.0(55)	76.19(42)	31.43(48)
workplace address	58.09(53)	69.57(45)	64.86(49)	57.14(61)	46.34(32)
sounds on device (notifications, etc)	54.4(54)	70.0(44)	59.46(56)	66.67(52)	22.58(58)
phone usage	51.95(55)	67.44(46)	56.1(57)	68.75(51)	15.79(64)
purchased products	50.0(56)	57.5(54)	55.56(58)	62.5(57)	26.32(54)
when you are sick or healthy	48.17(57)	40.0(64)	61.9(52)	62.22(58)	26.19(55)
how close you are to interacting people	46.98(58)	50.0(57)	61.22(53)	51.35(62)	13.79(66)
feelings (based on biometrics)	46.81(59)	50.0(57)	55.56(58)	63.16(56)	18.92(61)
computer usage	44.93(60)	51.22(56)	52.5(60)	45.45(63)	28.57(51)
eating patterns	42.86(61)	41.86(62)	45.71(62)	75.0(45)	12.5(67)
name	42.54(62)	50.0(57)	68.97(47)	26.47(71)	32.56(46)
sleeping patterns	40.56(63)	43.9(61)	41.94(63)	62.07(59)	21.43(59)
eye patterns (for eye tracking)	40.51(64)	48.84(60)	50.0(61)	61.11(60)	6.98(71)
exercise patterns	38.66(65)	33.33(67)	34.48(66)	66.67(52)	16.67(63)
when you are happy or having fun	34.75(66)	40.0(64)	32.43(69)	43.75(65)	24.32(57)
television shows watched	30.2(67)	38.46(66)	33.33(67)	36.36(68)	11.43(68)
when you are busy or interruptible	29.5(68)	40.63(63)	28.89(70)	36.36(68)	17.5(62)
music on device	28.06(69)	4.76(72)	37.5(64)	42.11(66)	20.83(60)
heart rate	27.5(70)	21.82(68)	36.84(65)	44.12(64)	9.09(70)
age	24.29(71)	17.86(69)	33.33(67)	36.67(67)	14.29(65)
language spoken	15.86(72)	17.14(70)	18.42(72)	28.13(70)	2.5(72)
gender	15.0(73)	15.91(71)	19.44(71)	15.79(72)	9.52(69)