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.)**

This website is a community-based movie aggregation website. Users can see the latest movies, search for older movies, leave comments on movies, and see a film’s likes/dislikes. This will help potential viewers to get an idea of whether a movie is worth seeing or not.

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

Users get to benefit from looking up information about upcoming movies (and what other people thought about said movie). Movie companies could benefit from seeing the data collected from users; if a movie seems popular with users, it could be beneficial to make a sequel.

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

We will have access to a user’s comments, likes, dislikes, favorite movies, and bio. This data could reveal which types of movies a viewer is likely to want to see next, which would help benefit targeted advertisers. If a user “likes” or “favorites” a lot of animation films, it would be a good idea to advertise Pixar’s next movie to them.

**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).**

This website values transparency and openness with the user. When a user first shows up to a website, they are introduced to our privacy policy, which informs them that users likes, dislikes, favorites, comments will be used to better serve their interests. Their personal profile information like username, password, bio will NOT be sold to other third parties.

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

Success for community-based websites means lots of users, lots of user interaction, and thus lots of user data. A movie website with no likes/dislikes on it’s movies doesn’t provide any utility to any users looking for information on a movie, nor does it provide utility to third parties interested in knowing about people’s tastes in movies.

**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).**

Because our website’s utility comes from having lots of aggregated data, we inform all users that likes, dislikes, comments, favorites will be tracked. The benefits of doing this are that all our other users get a better experience by seeing what other users are thinking about a movie. Another benefit is that this aggregated data can be sold to third parties. The tradeoff is that users may not like that data being tracked. Overall, the benefit to other users and to third parties makes storing the likes, dislikes, comments, favorites a worthwhile investment.