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April 11th, 2020

Terms of Service/Privacy Policy Analysis

Link: <https://help.twitter.com/en/rules-and-policies>

Most companies are used to providing consumers with specific details mirroring their terms of service or end-user rights of the consumers that could be impacted at any point of time. The company I chose was Twitter as I am an avid fan of how they use their platform and convey information to the consumers that are subscribed on their platform. Twitter was created in March 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. Twitter is known for their online service of allowing consumers to send short messages to a personal computer or cell phone. In addition, the overall goal of the platform is to connect with followers and viewers based on what you are saying with your dialogue to gain attention or relevancy.

The five privacy practice principles are very important towards protecting personal information of consumers, the five factors include transparency, choice, information review & correction, information protection, and accountability. To be more descriptive, transparency ensures that no secret data collection has been allowed or that information collection of personal data has been an informed choice (Berkeley Ethics). Choice gives the individuals a choice as to how their information will be used in the future (Berkeley Ethics). Information review and correction will allow individuals the right to review and correct personal information (Berkeley Ethics). Information protection will require organizations to protect the quality and integrity of personal information (Berkeley Ethics). Accountability will hold organizations accountable for complying with the five information practice principles (Berkeley Ethics).

Twitter has condensed their policies into categories which are Twitter Rules & Policies, General Guidelines & Policies, Law Enforcement Guidelines, and Research & Experiments. Transparency is revealed within the policies as the 'Private Information Policy', states that you may not publish or post other people's private information without their express authorization or permission. Furthermore, this is known as doxxing and can be considered a breach of their privacy and of the Twitter rules. Lastly, Twitter has made it known that home addresses, documents, social security, contact information, financial account information is all private and will be taken action against if it is made known that the privacy of consumers is being violated on their platform.

Choice is revealed within the policies as the 'Private Information Policy', states that you are not in violation of the policy if you choose to share your own private information, or decide

that the information can become public elsewhere. Furthermore, sharing your name, birthdate, place of education, location information, or screenshots will be considered sharing personal information and will not be taken action against. However, if someone else is spreading this information, then Twitter will make sure to take action against those violators and will make sure the consumer's private information does not continuously get spread across their platform.

Information Review and Correction is revealed within the policies as the 'Your Media Settings', states that you may be allowed to review and correct your personal information through privacy and safety settings. In addition, if you are not allowed to change any information you would like to change, then you may be allowed to appeal a decision through Twitter. If you are in trouble for some profile image or information, then you may appeal the decision as Twitter will allow for changes and modifications throughout their platform.

Information Protection is not revealed within the policies as the 'Private Information Policy', states that all information will require a singular organization to protect the quality of personal information, however, Twitter does not use outside organizations and do the intended work themselves. If anybody violates the policy, then they will require you to remove the content. Furthermore, if you continuously violate the policy, then they will suspend your account and you will not be able to use your account on the Twitter platform anymore. Twitter falls short in following the FIPPs in this perspective as they do not have an organization which mitigates the risk or protects the quality and integrity of the personal information at risk.

Accountability is not revealed within the policies as Twitter may not hold organizations accountable for complying with the featured policies. I would suggest that they hold well known accounts accountable as they are the accounts with much influence and can dictate other people's decisions based on what event or situation is being talked about.

As I evaluated potential legal and ethical issues related to the company's privacy policy, it was evident that Twitter takes care of their application and does not allow consumers to violate their policies. In addition, Twitter allows consumers to learn more about their range of enforcement options and their approach to development and enforcement of their policies. I would recommend them to obtain a different organization to ensure their policies are not getting violated even though they check themselves, however, confirmation bias can lead to human error, therefore, it is better to get more yes on the application to ensure smooth dialogue and interaction.