

Responsible Disclosure to Campaigns without Privacy Policies: Details and Email Template

We contacted 539 campaigns without privacy policies in their websites through the email address listed in their contact page or through a contact form in their websites, using the template below. We sent the emails on March 11, 2021 and received the last reply on April 13, 2021. In total, we received replies from 20 campaigns, that provided us with interesting insights into campaigns' position and privacy-awareness.

We use the following email template in our responsible disclosure to the campaigns. Note that we included a deadline in the disclosure template to make the responses from campaigns tractable within our study timeline.

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1 Subject: Privacy Policy Inquiry
2 To Whom it may concern,
3 We are a research group in the <REDACTED>.
4 We recently found that your website <WEBSITE_URL> does not currently have a privacy policy.
5 Since a privacy policy is key to informing users about how their data is being used, we believe it is
  crucial for websites to have such a document. If there is a specific reason why your website does not
  have a policy, please let us know within 30 days.
6 Also, if you believe that we have made a mistake in identifying the absence of a privacy policy in your
  website, or if the website <WEBSITE_URL> does not belong to you, please reach out to us within 30 days.
7 If you have any other questions or concerns about our study, please don't hesitate to contact us.
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