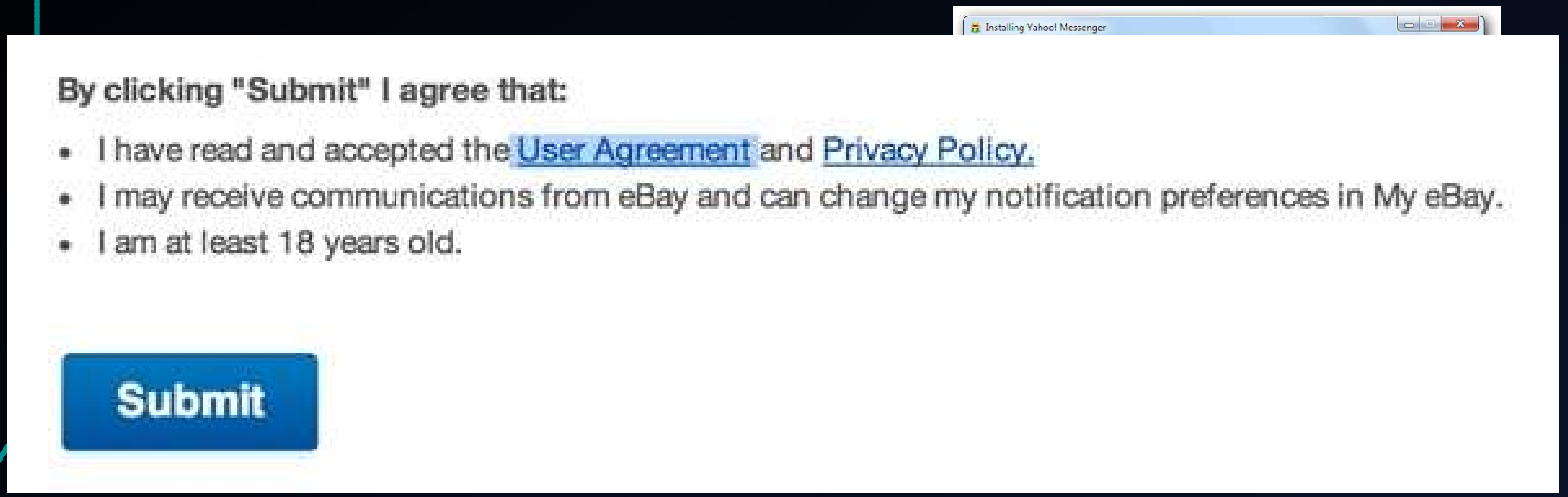
What does that agreement say ?

PRIYA KHOKHER

Do you know this ?

Do you know this ?

Do you know this ?



Did you read them ?

NO!!

WHY ?

It’s too long.

WHY ?

It’s too long.

Language is too complex.

WHY ?

It’s too long.

Language is too complex.

And ofcourse,

CLASSIC

What will they do with my data anyway ?

NEWS FLASH

Facebook's Emotional Contagion Experiment

"emotional states can be transferred to others via emotional contagion, leading people to experience the same emotions without their awareness."

https://www.prophet.com/thinking/2014/07/facebooks-emotional-contagion-experiment-was-it-ethica/

ISIS Threats to kill

ISIS-linked hackers have targeted about 3,000 ordinary New Yorkers in a cyberattack, posting their personal information online and announcing, "We want them #Dead"

http://www.nbcnewyork.com/news/local/ISIS-Linked-Hackers-Target-New-Yorkers-Personal-Information-377511431.html

Wouldn’t it be dreamy if someone gave me a gist of what that agreement is saying?

Natural Language Processing

Summarizing the agreement in to important aspects

Being to able to give you the crux of the agreement

IMPORTANT DETAILS EVERY PRIVACY AGREEMENT SHOULD HAVE:

- Age Related Information (Are you eligible in the first place?)
- What information is being used ? (A detailed list)
- How is it being used ?
- Is it going to third party websites, ads ?
- Using cookies ?
- Possibility of a customizable privacy clause ? (Can a user contact the product owners *_easily_* ?)

For want of a …

PLUGIN

- Scrape the Privacy Policy Agreement DOM from the company's website
- Use NLP model to summarize the document.
- Give the answers to the important questions discussed before
- Let user's interpret and make a final YES/NO decision (or even contact the product owners)

CURRENT STAGE

- Scraping of the Policy ☑
- Grouping text into aspects of important keywords ☑
- Using Open-Source NLP Model for summarization (Gensim) ☑
- Related Links Scraping ☒
- Data collection + own model ☒
- YES/NO Model Interpretation ☒
- Plugin ☒

Example: FACEBOOK

- URL: https://priyakhokher.github.io/DTL2016_Hackathon/

Know thy media (agreement) !

COMPANY	AGE	CONTROL DATA COLLECTED	COOKIES	ADS	THIRD PARTY	CONTACT
Facebook	No	No	No	Yes	Yes	No
KiK	Yes	No	Yes	Yes	Yes	Yes
Buffer	Yes	No	Yes	Yes	Yes	Yes
Instagram	Yes	No	Yes	Yes	Yes	Yes

Conclusion

- Making privacy terms explicit to the users is important
- A form of Data Transparency

Thank you !

For suggestions/feedback/comments

Please contact

priya.khokher@nyu.edu

*Your data will not be shared with any third party and no cookies are used to track your web experience