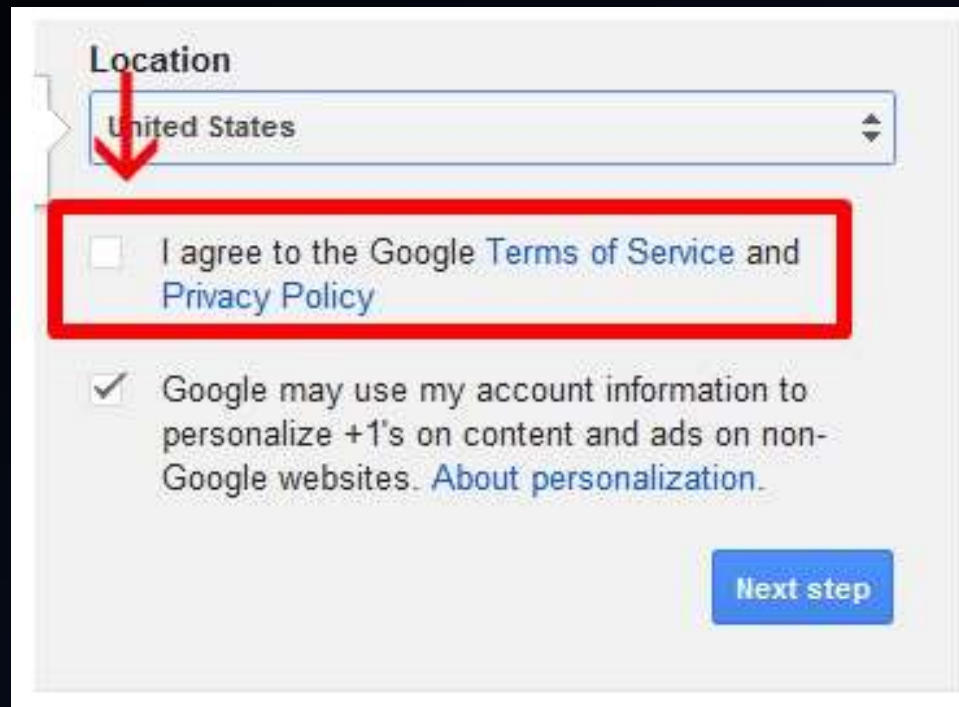


# What does that agreement say ?

PRIYA KHOKHER

Do you know this ?



The screenshot shows a Google account setup interface. At the top, there is a 'Location' dropdown menu with 'United States' selected. A red arrow points to this dropdown. Below the dropdown, there are two checkboxes. The first checkbox is unchecked and is enclosed in a red rectangular box; its text is 'I agree to the Google [Terms of Service](#) and [Privacy Policy](#)'. The second checkbox is checked, and its text is 'Google may use my account information to personalize +1's on content and ads on non-Google websites. [About personalization](#)'. At the bottom right of the form is a blue button labeled 'Next step'.

Location

United States

☐ I agree to the Google [Terms of Service](#) and [Privacy Policy](#)

☒ Google may use my account information to personalize +1's on content and ads on non-Google websites. [About personalization](#)

Next step

# Do you know this ?

Location  
United States

☐ I agree to the Privacy Policy

☒ Google may personalize Google web

Installing Yahoo! Messenger

Step 2 of 4

## Yahoo! Global Communications Terms of Service

You must agree to the terms and conditions below that govern your use of Yahoo! Messenger, Yahoo! Toolbar, and other Yahoo! services as applicable:

### Yahoo! Global Communications Additional Terms of Service for Yahoo! Mail and Yahoo! Messenger



#### Privacy Policy

Yahoo! Messenger collects and transmits information about your usage of the products to Yahoo! to provide the service. To find out more about the information collected and used by Yahoo! Messenger, and about setting your preferences, go to:  
<http://info.yahoo.com/privacy/us/yahoo/messenger/pc/>

Some versions of Yahoo! Messenger now let users save their conversations in their accounts on Yahoo! servers – like email! Others can save conversations with you even if you don't. More info:  
<http://messenger.yahoo.com/mh>

Yahoo! now automatically identifies items such as words, links, people and subjects from your messages stored at Yahoo! to learn what matters to you so that we can deliver exciting new product features and relevant advertisements.

Your Yahoo! Messenger account will now be tied to your Yahoo! Mail account and will be provided by the same Yahoo! company that provides your mail account under the laws that govern it.

Please review your Messenger share settings prior to changing your Status message. Your share settings default to the settings you used for your most recent share event across Yahoo! Updates.

☒ Yes, I accept the Yahoo! Global Communications Terms of Service and Privacy Policy above, along with the Yahoo! Terms of Service at:  
<http://info.yahoo.com/legal/us/yahoo/messenger/atos.html>

[www.howtoanswer.com](http://www.howtoanswer.com)

< Back   Next >   Cancel

# Do you know this ?



By clicking "Submit" I agree that:

- I have read and accepted the [User Agreement](#) and [Privacy Policy](#).
- I may receive communications from eBay and can change my notification preferences in My eBay.
- I am at least 18 years old.

**Submit**



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

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