

## ATT Annotation Guidelines:

1. Does the alert promise monetary compensation if tracking is enabled? (e.g. mentions rewards, promotions, free app, etc.)  
If yes, mark it as **Incentive**. Proceed on to 2.
2. Does the alert promise access to better functionality or content if tracking is enabled? (includes anything that refers to a better functionality/experience in the app not related to tracking)  
If yes, mark it as **Misleading**. Proceed on to 3.
3. Does the alert include information that is vague or hard for a user to understand? (e.g. abbreviations, technical terms such as IDFA, marketing campaigns, vague terms as identifiers, etc.)  
If yes, mark it as **Ambiguous**.

If you have marked at least one of the following (*Incentive*, *Misleading*, *and Ambiguous*), move on to the next alert to label.

If not, please proceed to 4.

4. If none of the previous labels are matched, does the alert clearly describe the purpose of the permission? (e.g. mentioning personalized ads, ads analytics, etc.)  
If yes, mark it as **Complete** and move on to the next alert.
5. Otherwise, if you have reached 5, mark as **Other** and move on to the next alert to label.