Part One:

Part Two:

Assume the following app is freshly installed on your iPhone. Please use the app until you see the following message:

"You finished using this app!".

Then, please proceed to the next page of the survey and answer all questions.

[Marvel app protoype]

Q0. Please type down the CODE displayed on the last screen of the above prototype. [open-text]

A. Alert-Questions

In the previous app, you have seen the following alert.

[Alert image]

Please read the alert again and answer the following questions based on the alert text.

Q1. What do you think this permission is used for (in one or two sentences)? [open-text]

Q2. Among the following selection choices, which of them are you more likely to choose?

Q3. Please explain the reasoning for your choice in the previous question in two or three sentences. [open-text]

Q4. Consider the scenario where a user selected *"Allow"*:

Based on the alert above, which of the following data do you think the apps could use for tracking? (If there are other data types you think could be used for tracking, please specify in the text boxes below).

- Email
- Location
- Advertising ID
- Phone name
- Phone model
- IP address
- Other

Q5. Consider the scenario where a user selected *"Ask App Not to Track"*:

Based on the alert above, which of the following data do you think the app could use for tracking? (If there are other data types you think could be used for tracking, please specify in the text boxes below).

- Email
- Location
- Advertising ID
- Phone name
- Phone model
- IP address
- Other

[Page-break]

Q6. Consider the scenario where you selected "Allow": do you think you will get an extra discount/reward?

Q7. Consider the scenario where you selected "Allow": do you think you will get access to better app features?

[Page-break]

Q8. Consider the scenario where you selected "Ask App Not to Track": do you think you will get an extra discount/reward?

Q9. Consider the scenario where you selected "Ask App Not to Track": do you think you will get access to better app features?

[Page-break]

Q10. Are there any terms mentioned in the alert text above that seem vague or you do not fully understand? Please list them below. (Type NA otherwise). [open-text]

[Page-break]

Q11. Have you heard about the following terms before? (IDFA - Identifiers)

Q12. Please explain what you know about each of the following terms: IDFA, identifiers (Write NA if you don't know anything about these terms). [open-text]

Apple introduced privacy labels in their app store since year 2020. When were privacy labels added to the Apple app store? For this question, please answer 2020.

Q13. Based on the text above, what year have you been asked to enter?

B.Tracking-Questions

Q14. Prior to this study, have you heard of ... ? (App tracking - App tracking transparency (ATT))

Q15. How familiar you are with ... ? (App tracking - App tracking transparency (ATT))

Q16. How did you hear about ... ? (App tracking - App tracking transparency (ATT))

Q17. Explain what you know about App Tracking Transparency permission in iOS. [open-text]

Apple introduced App Tracking Transparency (ATT) permission in iOS 14.5. In which iOS version was ATT permission introduced? For this question, please answer 14.5.

Q18. Based on the text above, what iOS version have you been asked to enter?