

## 2. A “Nutrition Label” for Privacy

This research addresses the present gap in the communication and understanding of privacy policies, by creating an information design that improves the visual presentation and comprehensibility of privacy policies. Drawing from nutrition, warning, and energy labeling, as well as from the effort towards creating a standardized banking privacy notification, the process for constructing and refining a label tuned to privacy is presented (P. Kelley, J. Bresee, L. Cranor, and R. Reeder, 2009).

Bell Group						
information we collect	ways we use your information				information sharing	
	to provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt in			opt out	
cookies						
demographic information		opt in			opt out	
your preferences						
purchasing information		opt in			opt out	
your activity on this site		opt in			opt out	

**Information not collected or used by this site:**  
financial, health, SSN or government ID, and location.

**Access to your information**  
This site gives you access to your contact data and some of its other data identified with you

**How to resolve privacy-related disputes with this site**  
Please email our customer service department

bell.com  
8000 Forbes Avenue  
Pittsburgh, PA 15213 United States  
Phone: 800-555-5555  
help@bell.com

we will collect and use your information in this way

opt out

by default, we will collect and use your information in this way unless you tell us not to by opting out

we will not collect and use your information in this way

opt in

by default, we will not collect and use your information in this way unless you allow us to by opting in

<b>Definitions</b>	
<b>contact information</b> Contact information may include name, address, phone number, email address, or other online or physical contact information.	<b>provide service and maintain site</b> Collecting information to provide the service you requested, to customize the site for your current visit, to perform web site and system maintenance, or to enhance, evaluate, or otherwise review the site, but without connecting any information to you.
<b>cookies</b> Cookies or mechanisms that perform similar functions. A cookie is a small text file that a website can place on your computer's hard drive to collect information about your activities on the site or to allow the site to remember information about you and your activities.	<b>public forums</b> A public area, such as a bulletin board, chat room, or directory.
<b>demographic information</b> Demographic information may include social and economic categories that apply to you, such as your gender, age, income, or where you are from.	<b>purchasing information</b> Information about your purchases may include the payment methods you used.
<b>financial information</b> Financial information may include your accounts, balances, and transactions.	<b>social security number &amp; govt ID</b> Includes government-issued identifiers such as your social security number.
<b>health information</b> Health information may include data about your medical condition or your interest in health-related topics, services, or products.	<b>telemarketing</b> Contacting you by telephone to market services or products.
<b>marketing</b> Contacting you through means other than telephone (for example, email or postal mail) to market services or products.	<b>your activity on this site</b> Tracking your activity, includes: <ul style="list-style-type: none"><li>• Which pages you visited on this web site and how long you stayed at each page</li><li>• Activities you engaged in at this web site, such as your searches and transactions</li></ul> Messages you sent to the company or post on this site, such as email, bulletin board postings, or chat room conversations
<b>other companies</b> Most companies share data with business partners who only use your information to provide the services you requested. This category describes sites that share with other companies that use your information beyond fulfilling your requests.	<b>your location</b> Collect information about your exact geographic location, such as data transmitted by your GPS-enabled device.
<b>preferences</b> Preferences may include information about: <ul style="list-style-type: none"><li>• Your tastes or interests</li><li>• Which groups you might be a member of such as religious organizations, trade unions, and political parties</li></ul>	
<b>profiling</b> Collecting information about you in order to: <ul style="list-style-type: none"><li>• Do research and analysis</li><li>• Make decisions that directly affect you, such as to display ads based on your activity on the site.</li></ul> Information that the site collects about you may be linked to an anonymous ID code, or may be linked to your identity.	

**Figure 1** Example of Privacy Nutrition Label, formatted in the latest design being currently tested