**Value Sensitive Design Assignment #1**

**Due Date**: submit w/ Final Project

Write the privacy policy for the website you are designing. Your aim is to be sensitive to all the values that are at play, and make appropriate tradeoffs between them. There are two parts to this assignment:

* Write the privacy policy itself (length is somewhat flexible, but it must be readable by an average person in 5 minutes or less).
* Complete a worksheet (see attached) explaining why you wrote your privacy policy as you did.

Be realistic about what data you’re going to collect, and what you’re going to do with it. At a minimum, you’re presumably going to want some data to improve your website via analytics, so don’t just go with a utopian ‘we won’t collect any of your data’ approach. Your interests matter too (e.g. producing a good website that will make money), and collecting data can be an important part of this. What we’re looking for is a reasonable and intelligible privacy policy that, through being sensitive to all the values that are at stake, strikes an appropriate balance between collecting useful data, and respecting user privacy.

# Privacy Policy

Last updated: December 14, 2021

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

* **Account** means a unique account created for You to access our Service or parts of our Service.
* **Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to our website.
* **Cookies** are small files that are placed on Your computer, mobile device or any other device by a website, containing the details of Your browsing history on that website among its many uses.
* **Country** refers to: California, United States
* **Device** means any device that can access the Service such as a computer, a cellphone or a digital tablet.
* **Personal Data** is any information that relates to an identified or identifiable individual.
* **Service** refers to the Website.
* **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
* **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

# Collecting and Using Your Personal Data

## Types of Data Collected

### Personal Data

In using our Services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally, identifiable information may include but is not limited to.

* Email address
* First name and last name
* Phone number
* Address, State, Province, ZIP/Postal code, City
* Usage Data

## Use of Your Personal Data

The Company may use Personal Data for the following purposes:

* **To provide and maintain our Service**, including to monitor the usage of our Service.
* **To manage Your Account:** to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
* **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
* **To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
* **To provide You** with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
* **To manage Your requests:** To attend and manage Your requests to Us.
* **For other purposes**: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

We may share Your personal information in the following situations:

* **With Service Providers:** We may share Your personal information with Service Providers to monitor and analyze the use of our Service, to contact You.
* **With other users:** when You share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside.
* **With Your consent**: We may disclose Your personal information for any other purpose with Your consent.

## Retention of Your Personal Data

The Company will retain Your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use Your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

The Company will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of Our Service, or We are legally obligated to retain this data for longer time periods.

## Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

# Children's Privacy

Our Service does not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We take steps to remove that information from Our servers.

If We need to rely on consent as a legal basis for processing Your information and Your country requires consent from a parent, We may require Your parent's consent before We collect and use that information.

# Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

# Contact Us

If you have any questions about this Privacy Policy, You can contact us:

* By email: hou.siy@northeastern.edu

**Privacy Policy Justification Worksheet**

1. Briefly describe the website you are building (its purpose/functionality/etc.)

Our website is an e-commerce website that can sell/buy brand-new clothes. Our website allows you to buy and sell products and search for products. The user can either choose to be a seller or a buyer. The user not only can do the register and login but also can be an anonymous user. Every user has their own user ID and the user can edit their own profile. The profile page can traverse the selling item and the other user reviews.

1. Identify the stakeholders (direct and indirect) whose interests are relevant to your website.

Seller(Suppliers), Buyer(Customers), Media(May need to interact with press to advertise our website), website owner(Investors)

1. What data will you have access to, and what might this data reveal about its subjects?

We will access personal data, like name, email address, address, and phone number. We will use those data to provide and maintain our servce, manage customer account, the performance of a contract, contact customer, provide customer news and manage customer requests.

1. What values are relevant to your website and its privacy policy? (Note that the relevant values will depend in part on the kind of website you are building).

The values are relevant to our website should be the customers information analysis. We can know the usage trends and personal item preference for each customers. Thus, we will only use those information for our own analysis and may do the business transfer.

1. What counts as “success” for the website you are building?

Steady increase in users, clicks and transctions for our website. And more brand merchants join to our website. And also more companies want to advertise on our website.

1. Describe how you took the relevant values into account in writing your privacy policy (e.g. what decisions and tradeoffs were made, and why).

I choose protect our user’s personal data although selling customer information can make more money. If I choose selling the customer information, once customers find out that it was leaked by our website that will have a negative impact for our website. The positive comment is more important for our website.