**Final Project Group 3 – Marko Krstulovic**

**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 Justification Worksheet**

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

We have designed a forum for fans of the trading card game “Magic the Gathering” to search for their favorite cards and comment on them through registered accounts.

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

The direct stakeholders include users and moderators, as well as us, the developers. The indirect stakeholders are the families of the users (should their data be leaked and somehow associated with them), the Magic the Gathering community (in the propensity to result in a crackdown on publicly available data), and Wizards of the Coast (the owner of MTG) and Scryfall (the External API we employ) as we are dealing with their copyrighted IP or APIs.

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

What we collect:

* Collecting Login Credentials.
* Collecting Profile Preferences.
* Search Data - What users tend to search for and comment on.
* Track which cards are clicked on most often.
* Track which cards are commented most frequently.
* Track how long users spend looking at cards or profiles.
* Collect data from comment bodies.
* Track which pieces of content/profiles are reported.

What this Reveals:

* Interests of users (logged anonymously) and popular cards in the community.
* Potential trends of breaches of conduct to fuel auto-moderation.
* Information required for website functionality (login information and moderation).

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).

Relevant Values:

* Entertainment: This is a hobby website. It’s intended to provide a place where people can find their favorite cards and see what people think about them. It’s predicated on a mutual enjoyment and respect of the game and other players.
* Experience: We want to design a website that provides a good experience and engaging content to our users. This entails most of our data collection to improve the user experience and convenience of using our website.
* Community: The community for MTG is important to us and we wanted our website to serve as a portal for the community to voice its opinions and thoughts about the many cards that exist. Potentially we also wanted it to perhaps increase engagement for community members and provide a place to learn.
* Safety: We want the website to be as safe as possible, hence why there is no extremely personal information collected. This is meant to be more of a space for enjoyment rather than profitability (especially considering that the content discussed is unusable due to copyrights).

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

For us, success is simply the use of the website by a large number of people and the consensus of users being that the website is fun to use and useful to engage with interesting content or other players.

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).

Our entire website is a forum and hobby website that uses the IP of Wizards of the Coast and Scryfall. We can’t really monetize this information directly, so our focus shifted towards the creation of a space that promotes our values. This allowed us to focus only on collecting data that could improve the website or our analytics on the more popular cards in the community, as well as provide data that could help us moderate and create a safe space. Furthermore, it also allowed us to avoid needing extremely personal identifiers, allowing a greater sense of personal security in the form of data collection.