

Assignment 8

# Data Privacy – Survey Results

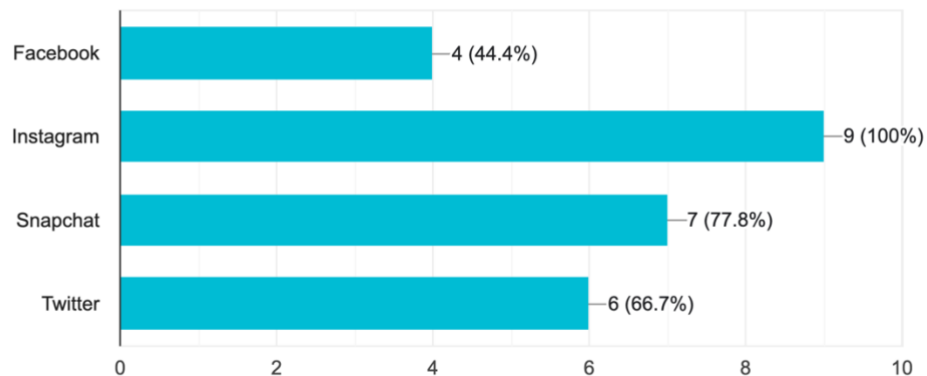
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## Survey responses and trends

### 100% of users who took the survey have an active online presence

Do you use any of the following social media platforms?

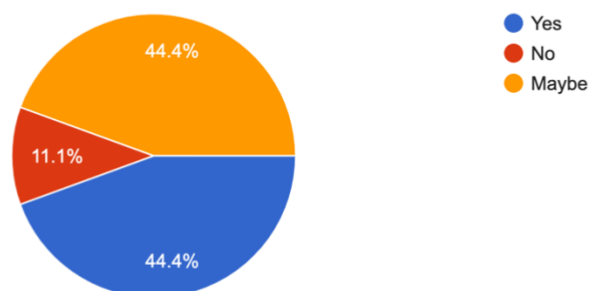
9 responses



### About 11% of users are unaware of the type of data being gathered by day-to-day subscription services

If so, are you aware of the type of data they gather from you to make their service and your experience better?

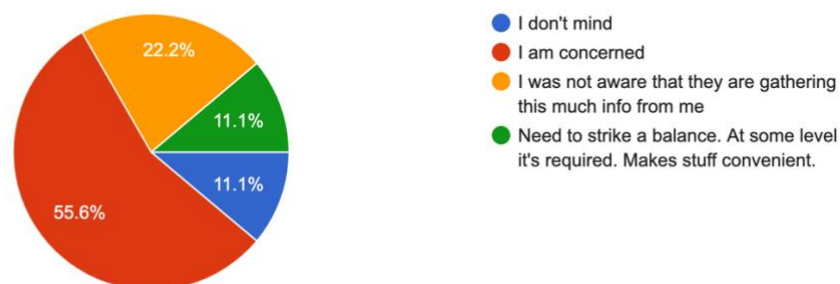
9 responses



### 55.5% of users are concerned about the type of information being collected and tracked by the subscription services they use

How do you feel knowing that the following information is gathered by your subscription services? a. Name and Address, Date of birth, Pa...ing playlists, podcasts, other content preferences

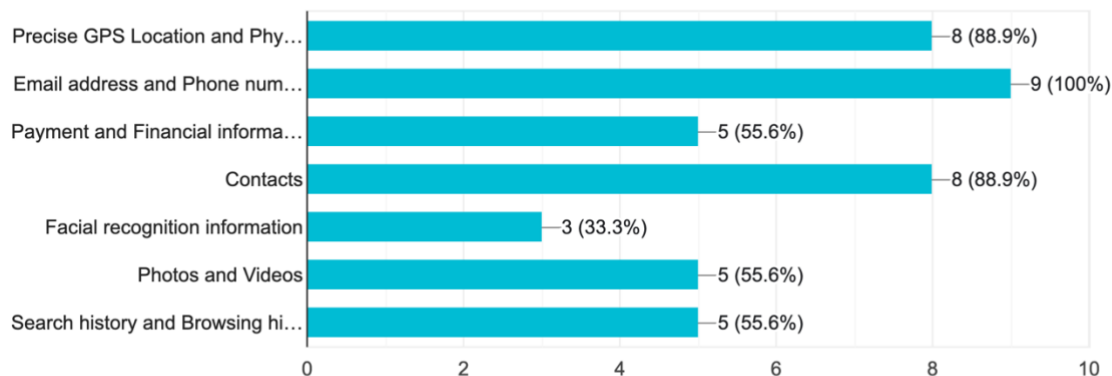
9 responses



**Most services today use facial recognition services to unlock apps, especially Instagram captures images uploaded on the application to automatically identify and tag users to improve user experience. However, 33% of users are unaware of this information being collected by Instagram**

Which of the following data points were you aware that these applications collect for reasons like Third-Party Advertising, Marketing, Analytics, Product Personalization, etc?

9 responses



**77.8% of customers feel the need to control the kind of PII being collected by online platforms and would prefer that online services only collect the required data from the end users**

Instagram's main motive for building a cache of your data is to personalize the ads and content that show up on your feed and collects facial recognition when you appear in photos. Would you rather

9 responses



## Recommendations to Instagram

The perceived risk of compromised privacy remains a major barrier to information sharing. Granular privacy control can mitigate the negative impact of perceived risk. Trust in the system and process has a significant relationship with consumers' willingness to share their information on online spaces. Policymakers will need to enforce granular privacy sharing settings that will allow individuals the autonomy to decide what level of privacy they are willing to forgo in order to reap the benefits of the service

## Survey Link

<https://forms.gle/8V5Npc4vMX5DVfGy7>

Timestamp	Email Address	Do you use any of the following social media platforms?	If so, are you aware of the type of data they gather from you to make their service and your experience better?	Which of the following data points were you aware that these applications collect for reasons like Third-Party Advertising, Marketing, Analytics, Product Personalization, etc?	How do you feel knowing that the following information is gathered by your subscription services?  a. Name and Address, Date of birth, Password b. Your location based on information taken from the GPS in your mobile device c. Your web browsing behavior prior, during and after using this App d. Your App usage – including playlists, podcasts, other content preferences	Instagram's main motive for building a cache of your data is to personalize the ads and content that show up on your feed and collects facial recognition data to automatically recognise when you appear in photos. Would you rather	Based on this knowledge, what would you recommend to Instagram/Twitter/Facebook
11/16/2022 19:46:58	dharani.dharan.1709@gmail.com	Facebook, Instagram, Snapchat, Twitter	Yes	Precise GPS Location and Physical address, Email address and Phone number, Contacts, Search history and Browsing history	I am concerned	raise concerns about the need to control the kind of personal data collected by these platforms	Request only required data as per user preference
11/16/2022 19:59:10	nareshkumar290197@gmail.com	Facebook, Instagram, Snapchat, Twitter	Yes	Precise GPS Location and Physical address, Email address and Phone number, Contacts, Photos and Videos	I was not aware that they are gathering this much info from me	raise concerns about the need to control the kind of personal data collected by these platforms	Request only required data as per user preference
11/16/2022 21:05:15	suprajaa.ganesan@gmail.com	Instagram, Snapchat	Maybe	Precise GPS Location and Physical address, Email address and Phone number, Contacts, Facial recognition information, Search history and Browsing history	I am concerned	raise concerns about the need to control the kind of personal data collected by these platforms	Request only required data as per user preference
11/16/2022 22:00:45	kshitijm@uchicago.edu	Instagram, Twitter	No	Precise GPS Location and Physical address, Email address and Phone number, Payment and Financial information	I am concerned	raise concerns about the need to control the kind of personal data collected by these platforms	Request only required data as per user preference
11/16/2022 22:27:26	chaitanyasaha_sajal@srmuniv.edu.in	Instagram, Snapchat, Twitter	Yes	Precise GPS Location and Physical address, Email address and Phone number, Payment and Financial information, Contacts, Photos and Videos, Search history and Browsing history	I am concerned	raise concerns about the need to control the kind of personal data collected by these platforms	Request only required data as per user preference
11/17/2022 0:51:59	vermayash@uchicago.edu	Instagram, Snapchat	Maybe	Precise GPS Location and Physical address, Email address and Phone number, Contacts, Facial recognition information, Search history and Browsing history	I was not aware that they are gathering this much info from me	raise concerns about the need to control the kind of personal data collected by these platforms	Request fewer data points
11/17/2022 2:03:11	abishekthamma1@gmail.com	Facebook, Instagram, Snapchat, Twitter	Yes	Precise GPS Location and Physical address, Email address and Phone number, Payment and Financial information, Contacts, Photos and Videos	I am concerned	forgo privacy in order to benefit from this enhanced service	Request only required data as per user preference
11/17/2022 2:14:46	bhaga9798@gmail.com	Facebook, Instagram, Twitter	Maybe	Email address and Phone number, Payment and Financial information, Contacts, Photos and Videos	I don't mind	be indifferent to your private information being shared with third parties	Don't sell my data. Don't use the data against me. Make the data non PII
11/17/2022 13:19:30	emcee6798@gmail.com	Instagram, Snapchat	Maybe	Precise GPS Location and Physical address, Email address and Phone number, Payment and Financial information, Contacts, Facial recognition information, Photos and Videos, Search history and Browsing history	Need to strike a balance. At some level it's required. Makes stuff convenient.	raise concerns about the need to control the kind of personal data collected by these platforms	Request only required data as per user preference