

Delving further into privacy policies

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Privacy Policy, Law, and Technology

Carnegie
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Engineering &
Public Policy



Today's agenda

- Quiz
- Projects
- Homework discussion
- Privacy policies
- Comparing your policy annotations

Project proposals due on Thursday

- Title
- Names and email addresses of all team members
- Project description (what you will do -- 1 to 3 paragraphs)
- Background and motivation (why this is an interesting and important area -- about 1 paragraph)
- Literature review or related work section with at least three sources for every member of your team, including at least two conference or journal papers and at least two news articles
- Schedule (including who will do what)
- Writing quality will be taken into account in your grade
- Email your project proposal as a PDF file to [privacy-homework](#)

Project teams

- All project teams should have regular meetings scheduled and should be checking in regularly (but briefly) with your advisor
- Everyone on the team needs to pitch in, do not leave it to one person
- Do not leave project work to the last minute
- Get your IRB protocols submitted ASAP

Homework 5

2. Based on your smartphone or other mobile device that can collect your location, do the following

1. Identify the operating system and make of your device
2. Describe how your device provides notice about location collection.
3. Describe how the device provides choice about whether the location is collected.
4. Describe why or why not notice and choice is effective on your device.
5. Describe how your own benefits or risks from location tracking match or differ from those described in the reading by Tsai et. al

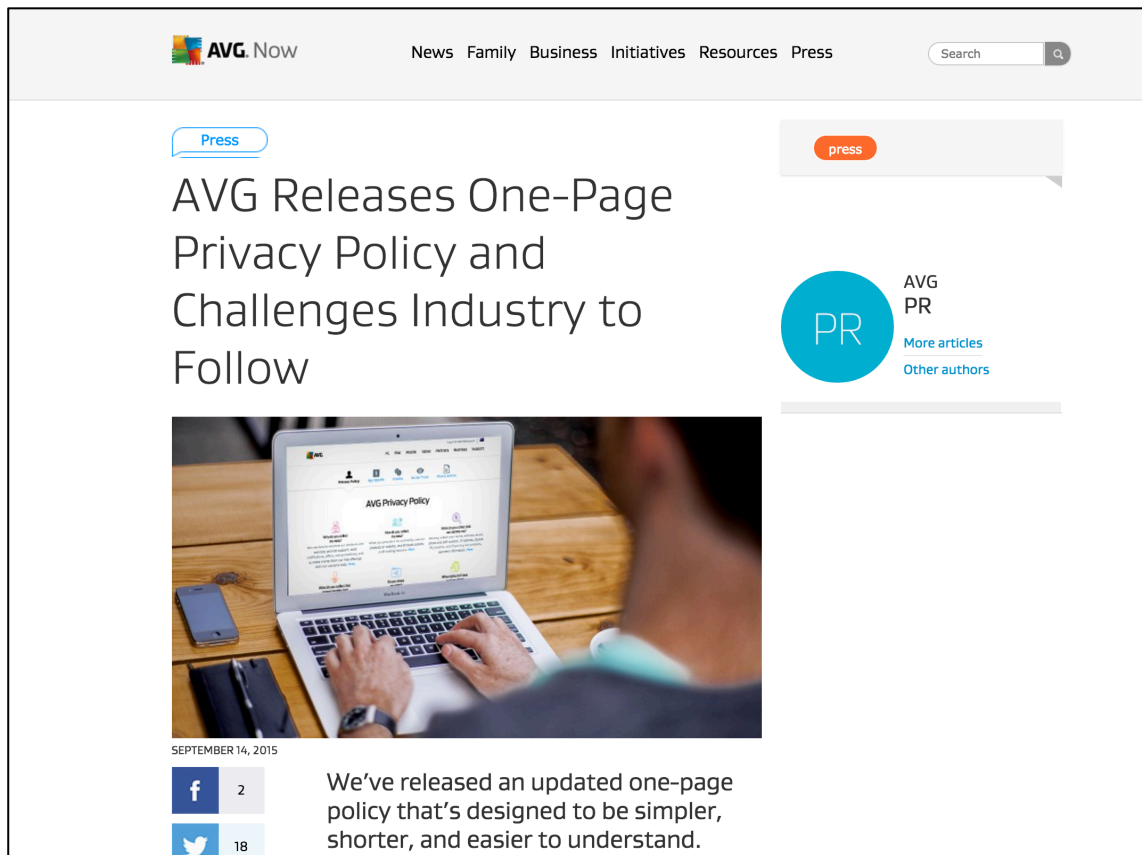
3. Pick a social networking service or other online service with which you are familiar that raises privacy concerns. Discuss the **types of privacy harm** that may be caused by this service, as well as the **reasons that the service may be popular despite these potential harms**.

Why privacy policies can be hard to read and understand

- Very long
- Lots of fluff
- Lack of headings or structure
- Hedging terms, exceptions
- References to other parts of the policy
- Silent on important points (e.g. purpose)

The 1-page privacy policy?

- Video: <https://www.youtube.com/watch?v=2MdQa87fqnw>
- The 1-page policy: <http://www.avg.com/us-en/privacy>



The screenshot shows the AVG website's press page. At the top, the navigation bar includes the AVG logo, the word "Now", and links for News, Family, Business, Initiatives, Resources, and Press. A search bar is located on the right. Below the navigation bar, a "Press" button is visible. The main headline reads "AVG Releases One-Page Privacy Policy and Challenges Industry to Follow". To the right of the headline is a circular "PR" icon with the text "AVG PR", "More articles", and "Other authors". Below the headline is a photograph of a person's hands typing on a laptop. The laptop screen displays the "AVG Privacy Policy" document, which is a single page with a clean, organized layout. Below the photograph, the date "SEPTEMBER 14, 2015" is shown. To the left of the date are social media sharing icons for Facebook (2 shares) and Twitter (18 retweets). To the right of the date is a text block that reads: "We've released an updated one-page policy that's designed to be simpler, shorter, and easier to understand."

Do you share my data?



Do you share
my data?

We do not share your personal data with
3rd parties unless you provide your
consent except in limited circumstances.

[More](#)

Do you share my data?

Yes, though when and how we share it depends on whether it is personal data or non-personal data. AVG may share non-personal data with third parties and may publicly display aggregate or anonymous information.

Do you share my data?

Yes, though when and how we share it depends on whether it is personal data or non-personal data. AVG may share non-personal data with third parties and may publicly display aggregate or anonymous information.

We do not sell or rent your personal data to third parties.

We may share certain personal data (as described below) with:

- Any of our affiliated AVG companies;

AVG is a global company, comprising many companies in many offices around the world. In order to do business around the globe, we may share your personal data across our offices and companies which may be in countries with different laws regarding the collection and use of personal data than the country we collected it from.

- Search providers;

Certain of our search providers may require us to share your full IP address with them in order to fulfill your search requests. Please note that the search providers have their own privacy policies that govern the privacy of these requests. We encourage you to read these privacy policies before deciding to use these services.

- Selected AVG resellers, distributors and other partners performing services on our behalf.

We may share some of your personal data, such as your email address, with certain selected resellers, distributors and other partners to enable them to contact you on our behalf about products, services or offers we believe are important to you or your business, to fulfill any terms under your licensing and service relationship with AVG, or to provide you local technical and customer support.

Lastly, we may share your personal data:

- when necessary to deliver the product or service you require such as with a payment card provider who we use to process your credit card transaction;
- when authorized by law or necessary to comply with a valid legal process;
- when required to protect and defend the rights or property of AVG, including the security of our products and services;
- when necessary to protect the personal safety, property or other rights of the public, AVG or its customers or employees; or
- in connection with a sale of all or part of our business.

If we are legally compelled to disclose your personal data to a third party, we will use commercially reasonable efforts to notify you in advance of a disclosure unless legally prohibited. If we are involved in a merger, acquisition or asset sale, we will abide by this Privacy Policy, and any affected users will be informed if we transfer any personal data to a third party or if personal data becomes subject to a different privacy policy as a result.

Comparing policy annotations

- Go to <https://crowd.isri.cmu.edu/>
- Login with your credentials, select Visualize, select batch
 - CMU_reddit.com - bhecht, schande1, hdayanid
 - CMU_reference.com - pemamina, vkalanji, arnabk
 - CMU_walmart.com - ludil, jxliao, shanshaz
 - CMU_mlb.mlb.com - xzheng2, lieyongz, dspaniel
 - CMU_washingtonpost.com - afcastil, scunning, udirim
 - CMU_taylorswift.com - hflahert, nmahal, zzong1
 - CMU_disneyprivacycenter.com - bvile, tmock
- Discuss with your group
 - Where/why do your annotations differ?
 - What was clear and unclear about this policy?



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