Privacy Notice and Privacy Policies

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Usable Privacy and Security
Outline

- Introduction about privacy policy
- Usable privacy notice-privacy label
- Usable privacy notice-privacy icon
- Computer-aided privacy notice-P3P
- Computer-aided privacy notice-DNT
- Computer-aided privacy notice-NLP
- Computer-aided mobile privacy notice
- Summary
Introduction about privacy policy

- Provide information about how data is used
- Allow user to make their own privacy choice

Theory ≠ Practice
How is privacy policy written?
Read it?

http://news.mydrivers.com/1/277/277017.htm
Cost of reading privacy policy

- Time = 244 Hours/Year
- Money= $3534/Year
- National cost =$781 Billion

Improve basic privacy policy

- More readable for human
- Machine-aided ways
Privacy Nutrition Labels

[Image of a privacy label chart]

https://cups.cs.cmu.edu/privacyLabel/
Privacy Icons

- Mozilla privacy icons

https://wiki.mozilla.org/Privacy_Icons
P3P

- IE deploys it, but users cannot notice it
- Websites use it to bypass cookie blocking

p3pbook.com
Do not track

- Browser send do not track header
- Website get the header and does not ‘track’ you

www.marketingpilgrim.com
NLP

https://www.cambridgesemantics.com/semantic-university/nlp-and-the-semantic-web
Discussion

- Compare the different approaches toward better privacy policy.

- Privacy label
- Privacy icon
- P3P
- Do Not Track
- NLP
Mobile privacy policy- I

Privacy fact for Android
- Permission Analysis
- Static Analysis
MockDroid
Provide user different choices for privacy information
Mobile privacy policy-3

- ADdroid
  Provide a potential method to block advertisement tracking for mobile apps
Summary

- More effective privacy policy is still needed
- Factors which make privacy policy more effective:
  Incentive to adopt, Enforcement, Baseline Requirement, Standardized notice format, Machine readable notice format, Reduce ambiguity, Link to full disclosure,