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
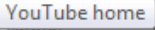- Allow user to make their own privacy choice

Theory ≠ Practice

How is privacy policy written?

Read it?

Cost of reading privacy policy

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

A. McDonald and L. Cranor. The Cost of Reading Privacy Policies. I/S: " A Journal of Law and Policy for the Information Society. 2008 Privacy Year in Review Issue. http://lorrie.cranor.org/pubs/readingPolicyCost-authorDraft.pdf

Improve basic privacy policy

- More readable for human

- Machine-aided ways

Privacy Nutrition Labels

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

Privacy Icons

- Mozilla privacy icons

P3P

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

The Platform for Privacy Preferences

Web Privacy *with* P3P

O'REILLY

Lorrie Faith Cranor
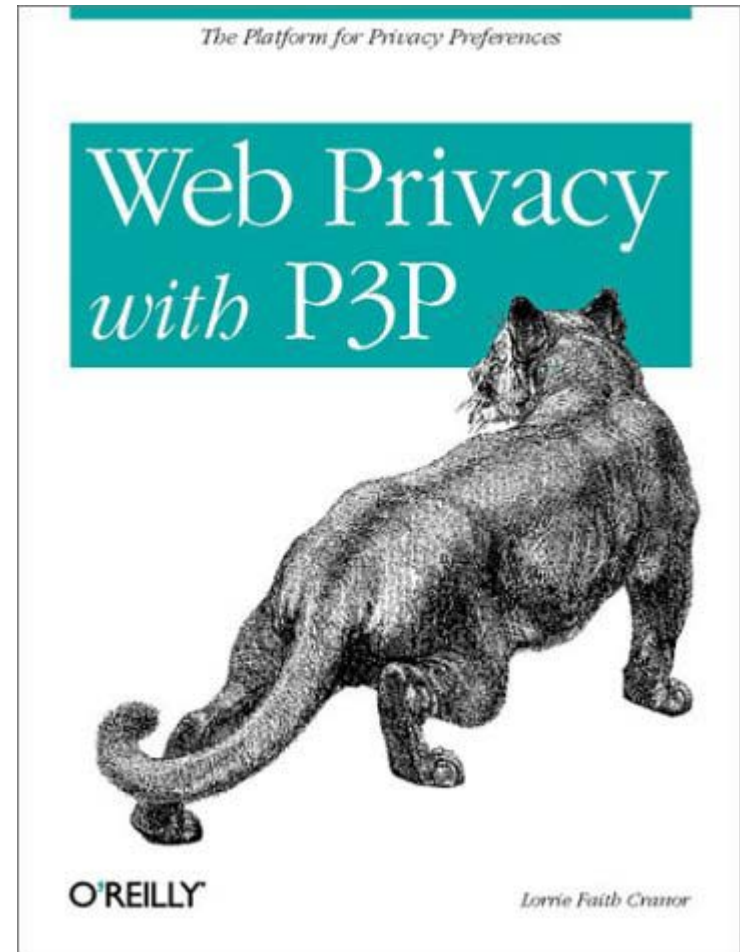
p3pbook.com

Do not track

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

NLP

Discussion

- Compare the different approaches toward better privacy policy.

- Privacy label
- Privacy icon
- P3P
- Do Not Track
- NLP

Mobile privacy policy-1

Privacy fact for Android

- Permission Analysis
- Static Analysis

Mobile privacy policy-2

MockDroid

Provide user different choices for privacy information
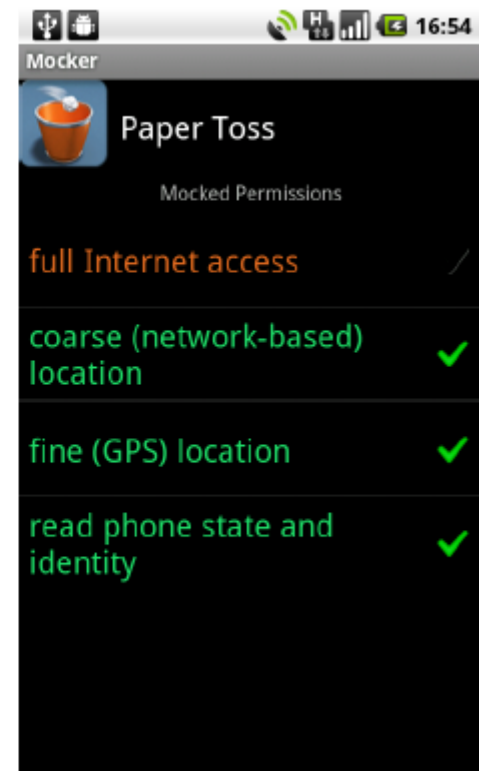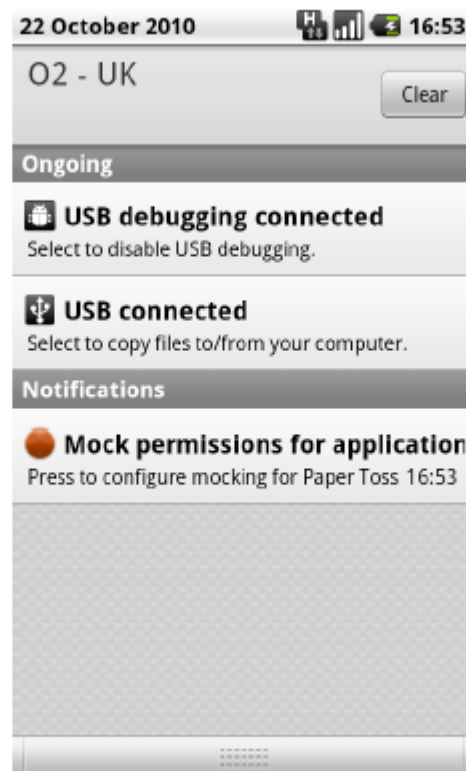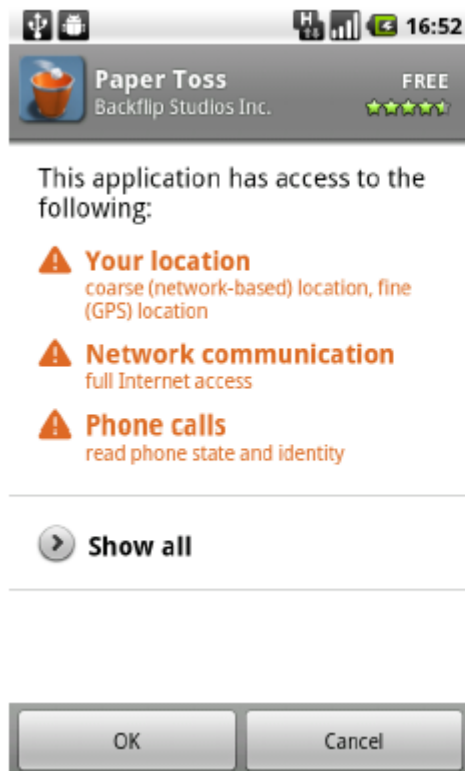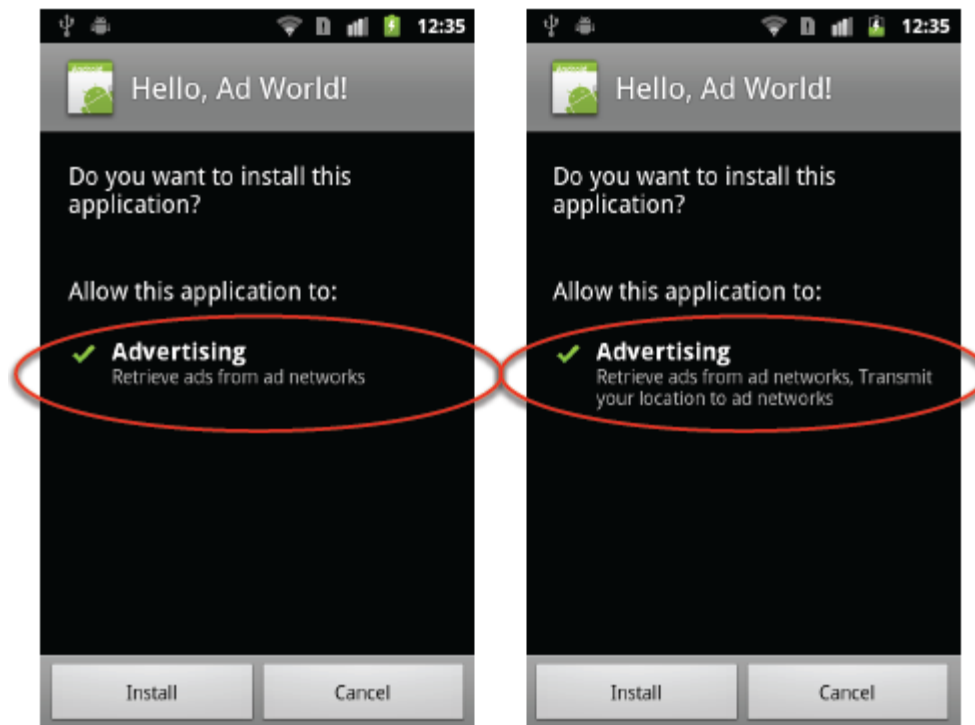
Mobile privacy policy-3

- 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,

  http://cups.cs.cmu.edu/courses/pplt-fa13/slides/131001noticechoice.pdf