The Usable Privacy Policy Project
Towards Effective Web Privacy Notice & Choice
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Motivation

Notice & choice
- Websites’ privacy policies are the de facto standard for notice & choice online
- Privacy policies provide notice about data practices, e.g., data collection, use, sharing, retention, user access

Complex privacy policies
- Privacy policies are often long and complex
- Few users read them
- Efforts to improve notice & choice lack industry support (e.g., P3P, DNT)

Concept

Extract data practices from privacy policies
- Crowdsourcing
- Natural language processing
- Privacy policy analysis
- Privacy preference modeling
- Privacy interface design

Project Overview

Semi-automated extraction of data practices from privacy policies
- Combining crowdsourcing, NLP & ML
- Fine-grained annotation scheme

Privacy policy analysis
- Inconsistencies in policies
- Ambiguity and vagueness in policy
- Relative and sectoral comparison

Privacy preference modeling
- Focus on relevant and unexpected practices
- Understand cognitive biases
- Create privacy preference profiles to support personalization

Effective privacy user interfaces
- Analyze usability issues
- Provide relevant information
- Actionable information & choices
- Support privacy decision making

Natural Language Privacy Policies of Websites

User Privacy Preference Modeling

Semi-Automated Extraction of Data Practices

Relevant and Unexpected Data Practices

Privacy Preference Profiles

Knowledge Representation

Effective Privacy Interfaces and Privacy Notices

Inform Public Policy

Inform Internet Users

Interfaces for crowdsourcing privacy policy annotations

Privacy plugin prototypes

explore.usableprivacy.org