Privacy Expectations and Preferences in an IoT World

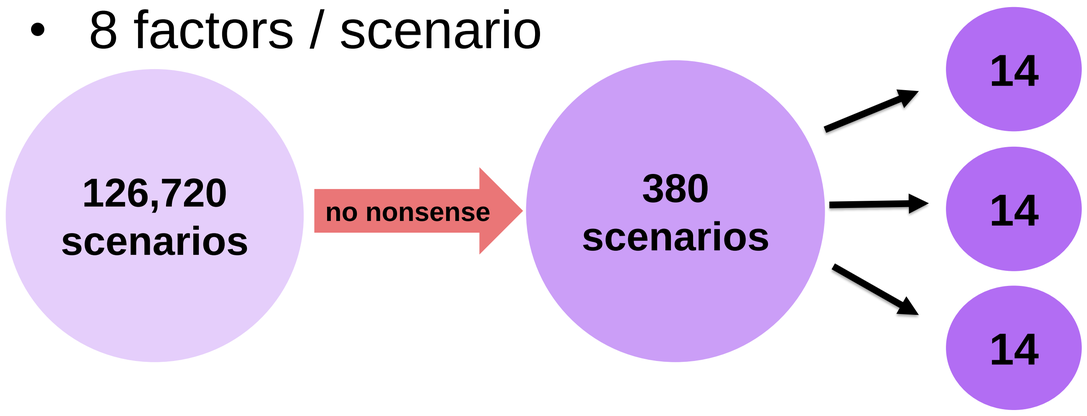
Pardis Emami Naeini, Sruti Bhagavatula, Hana Habib, Martin Degeling, Lujo Bauer, Lorrie Cranor, Norman Sadeh

Motivation

- Build tools that
  - Increase transparency
  - Give users control over their data
- Research Questions
  - How can we model users' privacy preferences?
  - How do different privacy factors contribute to the users' comfort and their desire to allow/deny a data collection?

Approach

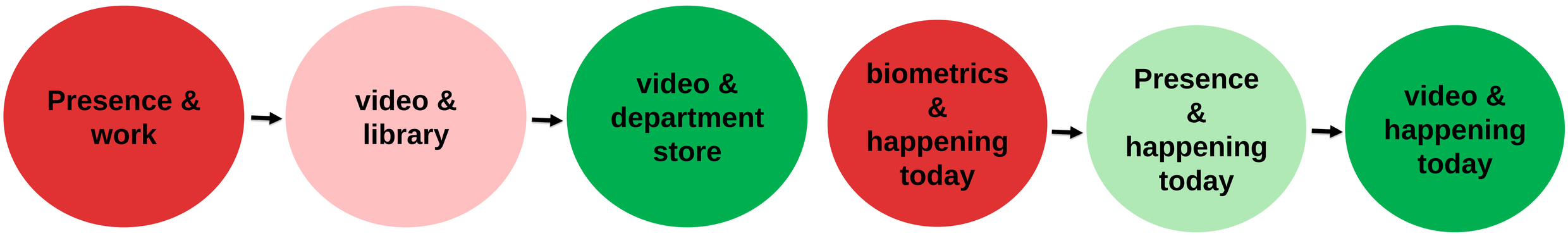
- Vignette study
- 1007 Mechanical Turk participants
- 8 factors / scenario



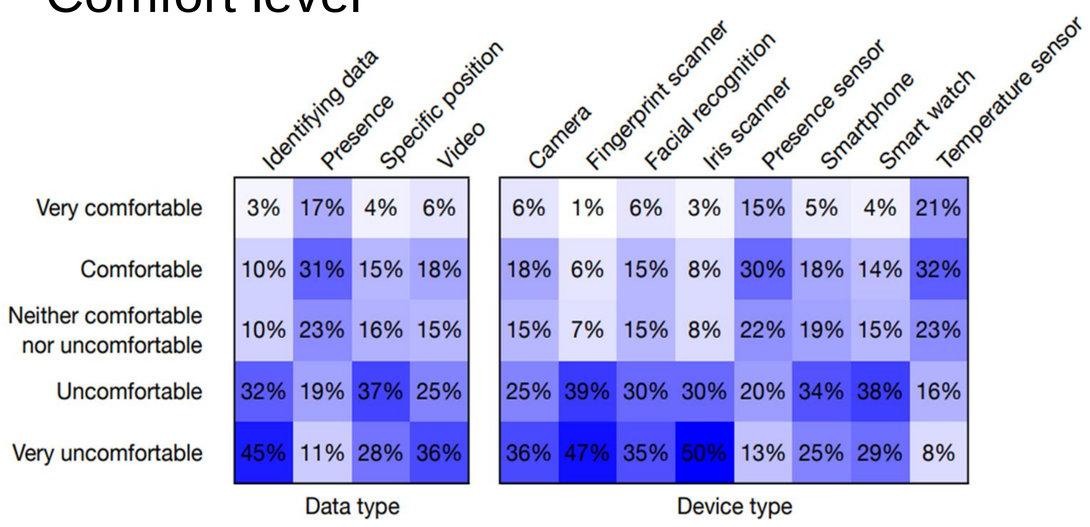
Results

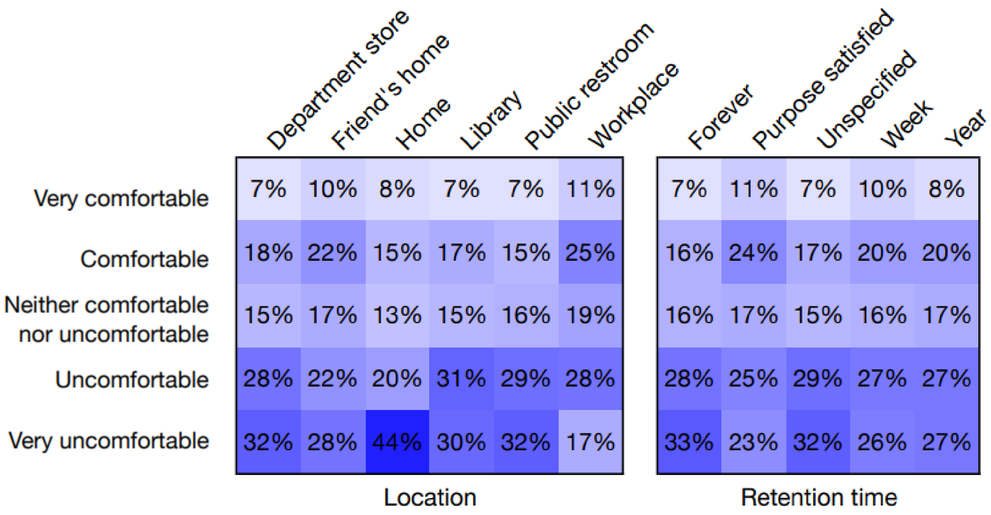
- Many factors contribute to comfort and decision-making:
  - Location: library, workplace
  - Data type: presence, biometrics
  - Retention time: forever, week
  - User benefit: user, data collector
  - Purpose of data collection
- Desire to get notification

- Desire to allow / deny



- Comfort level





less — more

Carnegie Mellon University CyLab Security and Privacy Institute