

17 – Usability of privacy policies and the dimensions of privacy notice

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March 16, 2016

05-436 / 05-836 / 08-534 / 08-734 / 19-534 / 19-734
Usable Privacy and Security

Carnegie
Mellon
University

CyLab

isr institute for
SOFTWARE
RESEARCH

Engineering &
Public Policy

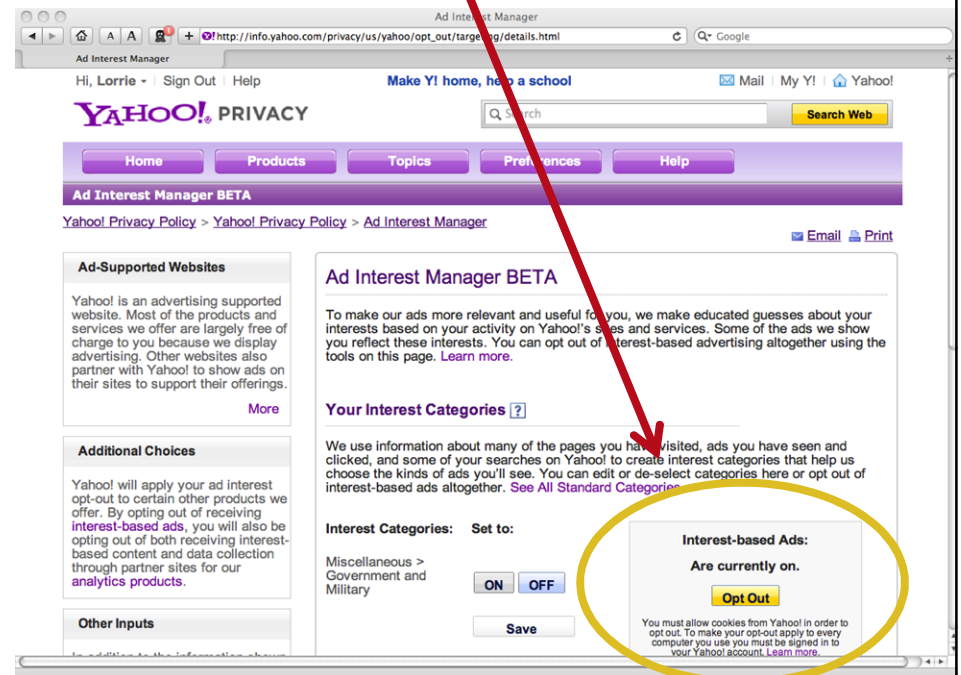
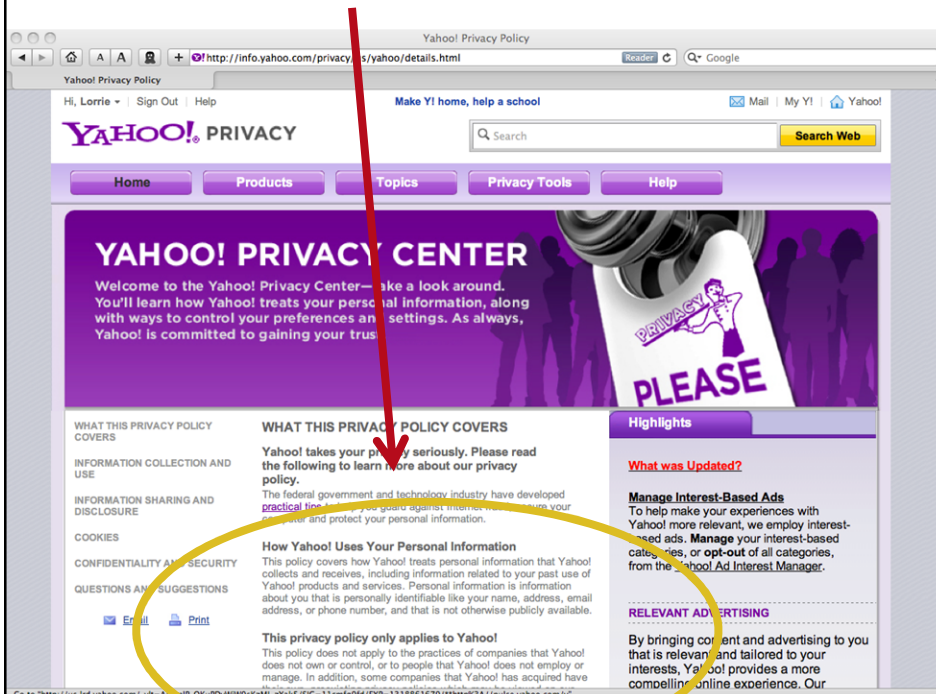


Notice and choice

Protect privacy by giving people control over their information

Notice about data collection and use

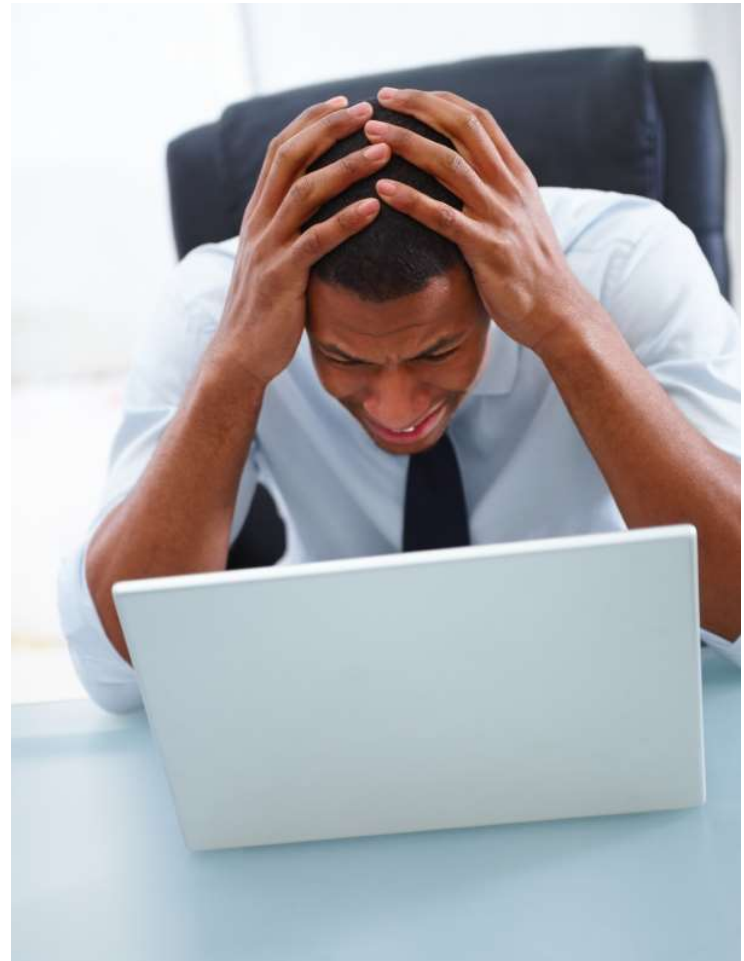
Choices about allowing their data to be collected and used in that way



Nobody wants to read privacy policies

“the notice-and-choice model, as implemented, has led to long, incomprehensible privacy policies that consumers typically do not read, let alone understand”

- *Protecting Consumer Privacy in an Era of Rapid Change. Preliminary FTC Staff Report. December 2010.*

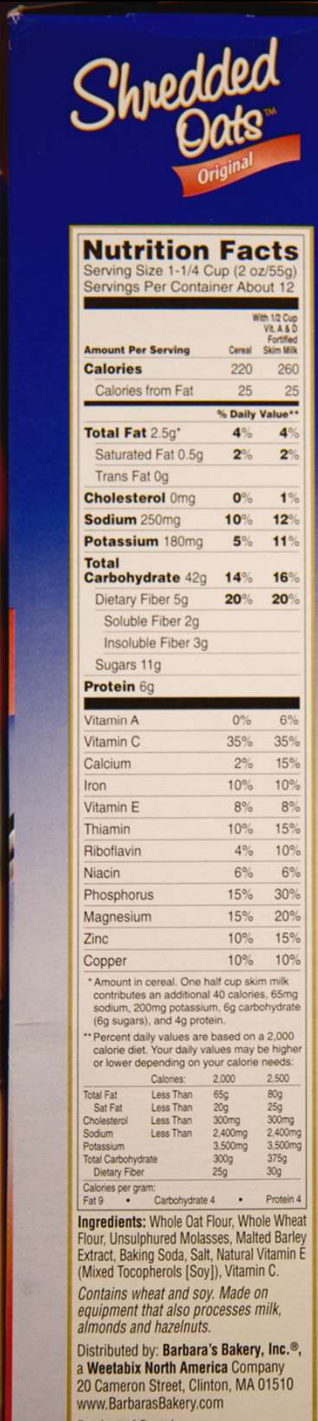


Nobody wants to read privacy policies

- Research needed to develop:
 - concise formats for showing policies
 - tools for alerting users of policy mismatches
 - integrated with normal functionality (e.g., web search)
 - tools to extract information from human-readable policy

Towards a privacy “nutrition label”

- Standardized format
 - People learn where to find answers
 - Facilitates policy comparisons
- Standardized language
 - People learn terminology
- Brief
 - People find info quickly
- Linked to extended view
 - Get more details if needed



Nutrition Facts

Serving Size 1-1/4 Cup (2 oz/55g)
Servings Per Container About 12

Amount Per Serving	Cereal	With 1/2 Cup Vit. A & D Fortified Skim Milk
Calories	220	260
Calories from Fat	25	25
% Daily Value**		
Total Fat 2.5g*	4%	4%
Saturated Fat 0.5g	2%	2%
Trans Fat 0g		
Cholesterol 0mg	0%	1%
Sodium 250mg	10%	12%
Potassium 180mg	5%	11%
Total Carbohydrate 42g	14%	16%
Dietary Fiber 5g	20%	20%
Soluble Fiber 2g		
Insoluble Fiber 3g		
Sugars 11g		
Protein 6g		
Vitamin A	0%	6%
Vitamin C	35%	35%
Calcium	2%	15%
Iron	10%	10%
Vitamin E	8%	8%
Thiamin	10%	15%
Riboflavin	4%	10%
Niacin	6%	6%
Phosphorus	15%	30%
Magnesium	15%	20%
Zinc	10%	15%
Copper	10%	10%

* Amount in cereal. One half cup skim milk contributes an additional 40 calories, 65mg sodium, 200mg potassium, 6g carbohydrate (6g sugars), and 4g protein.

** Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:


	Calories: 2,000	2,500
Total Fat	Less Than 65g	80g
Sat Fat	Less Than 20g	25g
Cholesterol	Less Than 300mg	300mg
Sodium	Less Than 2,400mg	2,400mg
Potassium	3,500mg	3,500mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Ingredients: Whole Oat Flour, Whole Wheat Flour, Unsulphured Molasses, Malted Barley Extract, Baking Soda, Salt, Natural Vitamin E (Mixed Tocopherols [Soy]), Vitamin C.

Contains wheat and soy. Made on equipment that also processes milk, almonds and hazelnuts.

Distributed by: **Barbara's Bakery, Inc.®**, a Weetabix North America Company
20 Cameron Street, Clinton, MA 01510
www.BarbarasBakery.com
Product of Canada



Nutrition Facts

Serving Size 1 1/4 cup (55g)
Servings per Container 8

Amount per Serving	
Calories 190	Calories from Fat 10
% Daily Value*	
Total Fat 1g	2%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 115mg	5%
Total Carbohydrate 44g	15%
Dietary Fiber 9g	36%
Soluble Fiber less than 1g	
Insoluble Fiber 8g	
Sugars 9g	
Protein 6g	12%
Vitamin A 0%	• Vitamin C 130%
Calcium 4%	• Iron 30%
Thiamin 25%	• Riboflavin 25%
Niacin 25%	• Vitamin B6 25%
Folate 25%	• Vitamin B12 25%
Zinc 15%	

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories: 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g
Protein	50g	65g


INGREDIENTS: Organic Whole Grain Wheat Flour, Organic Wheat Bran, Organic Evaporated Cane Juice, Organic Oat Fiber, Sea Salt, Organic Caramel Color, Natural Vitamin E.

NUTRITION BLEND: Niacinamide, Vitamin C, Niacin, Iron, Zinc, Vitamin B6, Riboflavin, Thiamin, Folate, Vitamin B12.

Our vendors follow Good Manufacturing Practices to segregate ingredients to avoid cross contact with allergens. Made on shared equipment with milk, tree nuts & soy. Facility processes eggs & peanuts.

Dist. & Sold Exclusively By:
Trader Joe's, Monrovia, CA 91016

Certified Organic by
Quality Assurance International (QAI).



Iterative design process

- Series of studies
 - Focus groups
 - Lab studies
 - Online studies
- Metrics
 - Reading-comprehension (accuracy)
 - Time to find information
 - Ease of policy comparison
 - Subjective opinions, ease, fun, trust

P.G. Kelley, J. Bresee, L.F. Cranor, and R.W. Reeder. A “Nutrition Label” for Privacy. SOUPS 2009.

P.G. Kelley, L.J. Cesca, J. Bresee, and L.F. Cranor. Standardizing Privacy Notices: An Online Study of the Nutrition Label Approach. CHI2010.

Acme						
information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt out	opt out			
cookies						
demographic information		opt out	opt out			
financial information						
health information						
preferences		opt out	opt out			
purchasing information		opt out	opt out			
social security number & gov't ID						
your activity on this site		opt out	opt out			
your location						

Access to your information
This site gives you access to your contact data and some of its other data identified with you

How to resolve privacy-related disputes with this site
Please email our customer service department

acme.com
5000 Forbes Avenue
Pittsburgh, PA 15213 United States
Phone: 800-555-5555
help@acme.com

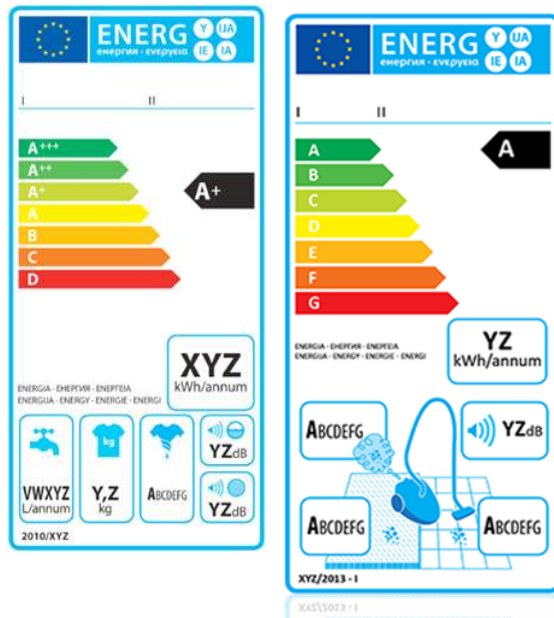
we will collect and use your information in this way

by default, we will collect and use your information in this way unless you tell us not to by opting out

we will not collect and use your information in this way

by default, we will not collect and use your information in this way unless you allow us to by opting in

- rate website on scale
- give specific alternatives
- inspired by energy labels



From CMU's Usable Privacy Policies Project.
N. Sadeh, A. Acquisti, T. Breaux, L. Cranor, ...

NYTimes' privacy rating

C

A++

A+

A

B

C

D

based on current privacy policy, last updated on Jan 15, 2015

most news sites do **better!**

here are some privacy-friendly alternatives:

- WashingtonPost.com (A++)
- The Guardian (A+)
- HuffingtonPost.com (A)

NYTimes Privacy Practices in Detail

Click a category to see & control what NYTimes can do with your data

data collection

A

third parties

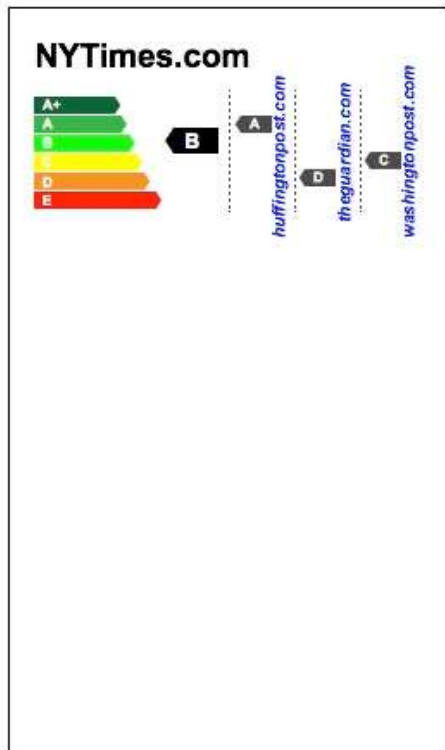
D

choices & control

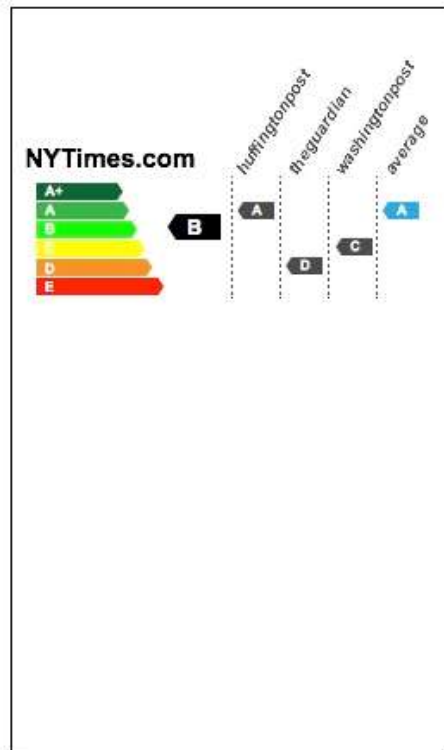
B

Concerned? Tell us!

We will contact the website for you anonymously




visual ranking
of alternatives



visualize
average

Privacy label for Android



Word Weasel
concreterose

Download

Next game starts in 33.3 seconds

Word Weasel

Wait for next game

Join game in progress

wink

Score 18

gone • wig • wise • wink • won

Last game: score 0

Privacy score

★★★★☆ 793

10,000+ downloads

1.9MB

DESCRIPTION

Like word games? Like weasels? This is the game for you. Word Weasel is a fast word game where you find as many words as you can from 9 letters in 50 seconds. Compete with everyone else playing at the same time, a new game starts every minute!

"The most fun you can have on your own with 9 random letters. Brilliantly simple, devilishly addictive." –Kim, Android Market comment



Word Weasel
concreterose

Download

comment

Ad supported, with ability to upgrade to ad-free full version in game.

Uses the SOWPODS word list containing 100,000+ words. They may be obscure, but yes those are words!

Privacy Facts

THIS APP COLLECTS YOUR

- ☒ Personal information
- ☐ Contacts
- ☒ Location
- ☐ Calendars
- ☐ Credit card / financial
- ☐ Diet / nutrition
- ☐ Health / medical
- ☐ Photos

THIS APP USES

- ☐ Advertising
- ☒ Analytics

REVIEWS

Average

4.6

★★★★☆ 793

5 stars	534
4 stars	210
3 stars	37
2 stars	5
1 star	7



PrivacyGrade: Grading The Privacy Of Smartphone Apps

We're a team of researchers from Carnegie Mellon University. We have assigned privacy grades to Android apps based on some techniques we have developed to analyze to their privacy-related behaviors. [Learn more here](#) or [browse our analyzed apps](#).

Selected Apps

Most Popular Apps

Most Controversial

[See More](#)



Lazors



Instagram



Snapchat



Angry Birds



Flashlight ...

* Selected apps by us showcasing the full spectrum of grades

How Are Privacy Grades Assigned?

Grades are assigned using a privacy model that we built. This privacy model measures the gap between people's expectations

Our Work in the News

[Protect Your Privacy & Security on the Internet With These Tools](#)

TechCrunch | 12/22/2015



Your Data is Used Only for the Intended Use



Your Data May be Used for Purposes You Do Not Intend



Your data is never given to advertisers.



Site gives your data to advertisers.



Your data is never bartered or sold.



Your data may be bartered or sold.



Data is given to law enforcement only when legal process is followed.



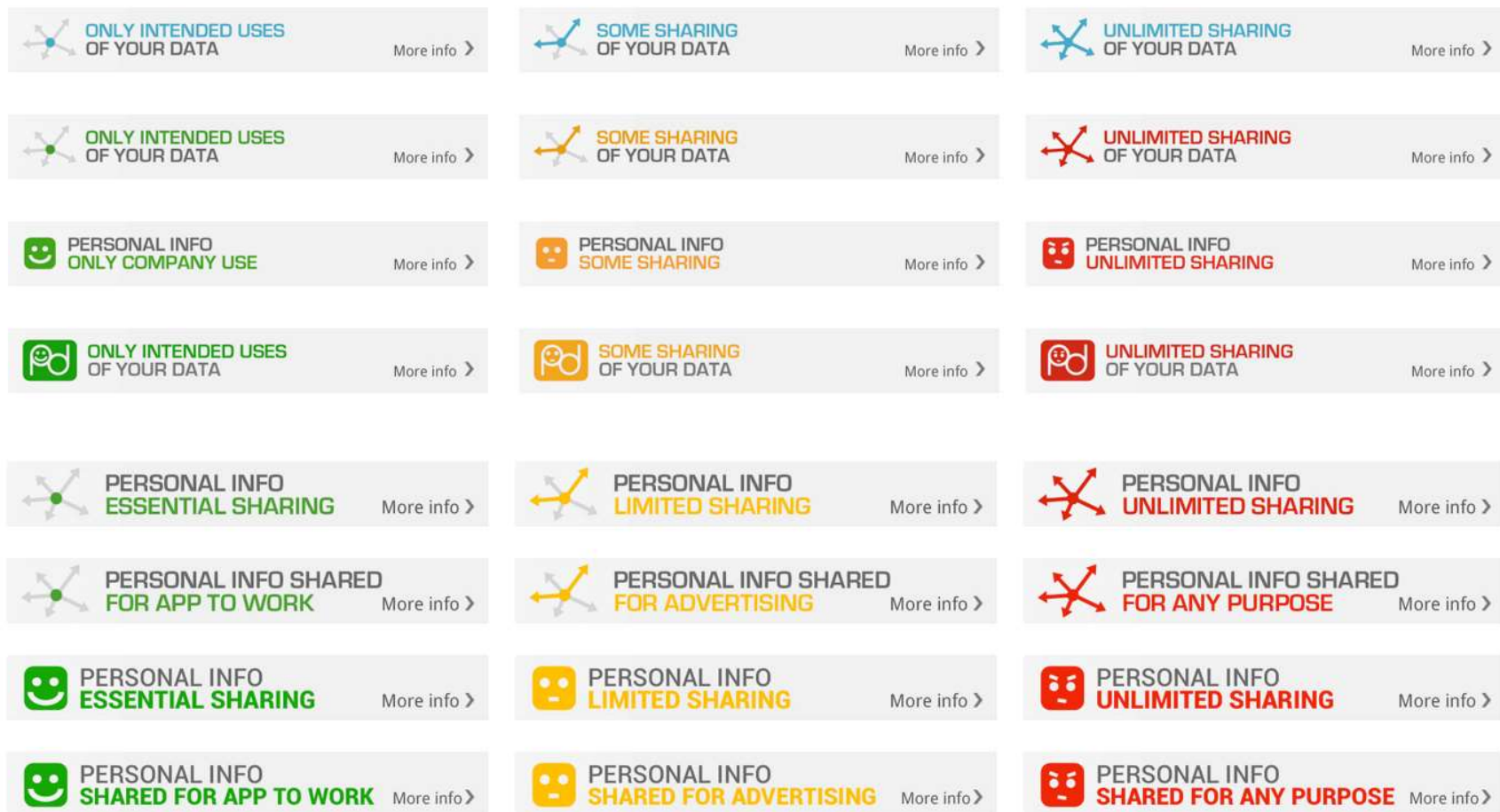
Data may be given to law enforcement even when legal process is not followed.



Your data is kept for less than 1 month.

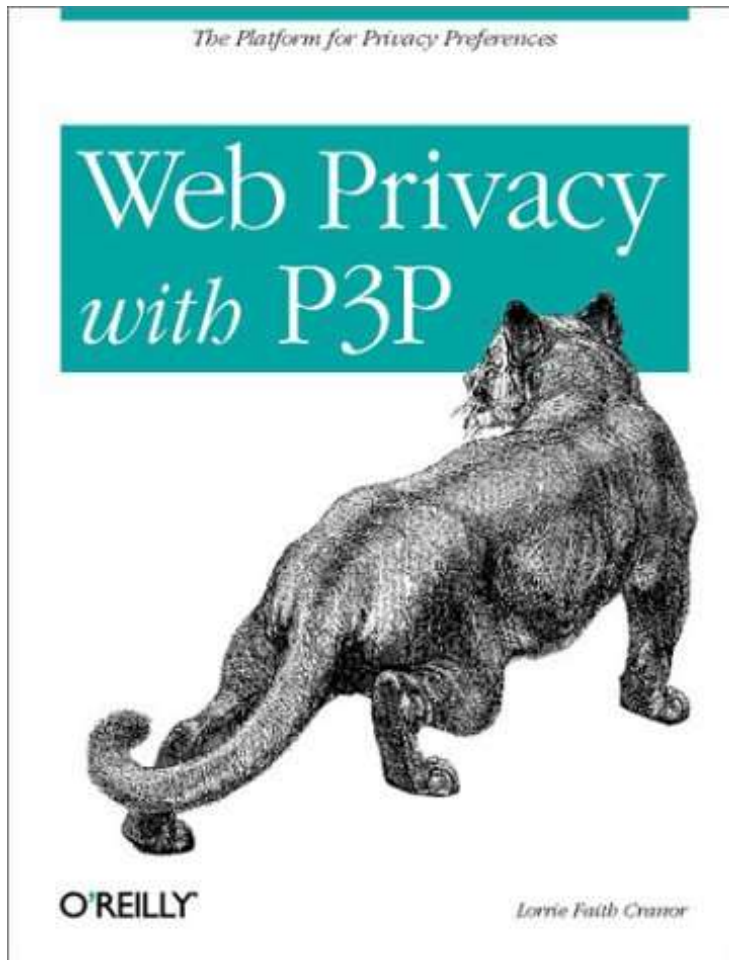


Your data may be kept indefinitely.



Smartphone App Privacy Icon Study Conducted for LifeLock, Inc. by Cranor et al., 2013

Let your computer read for you

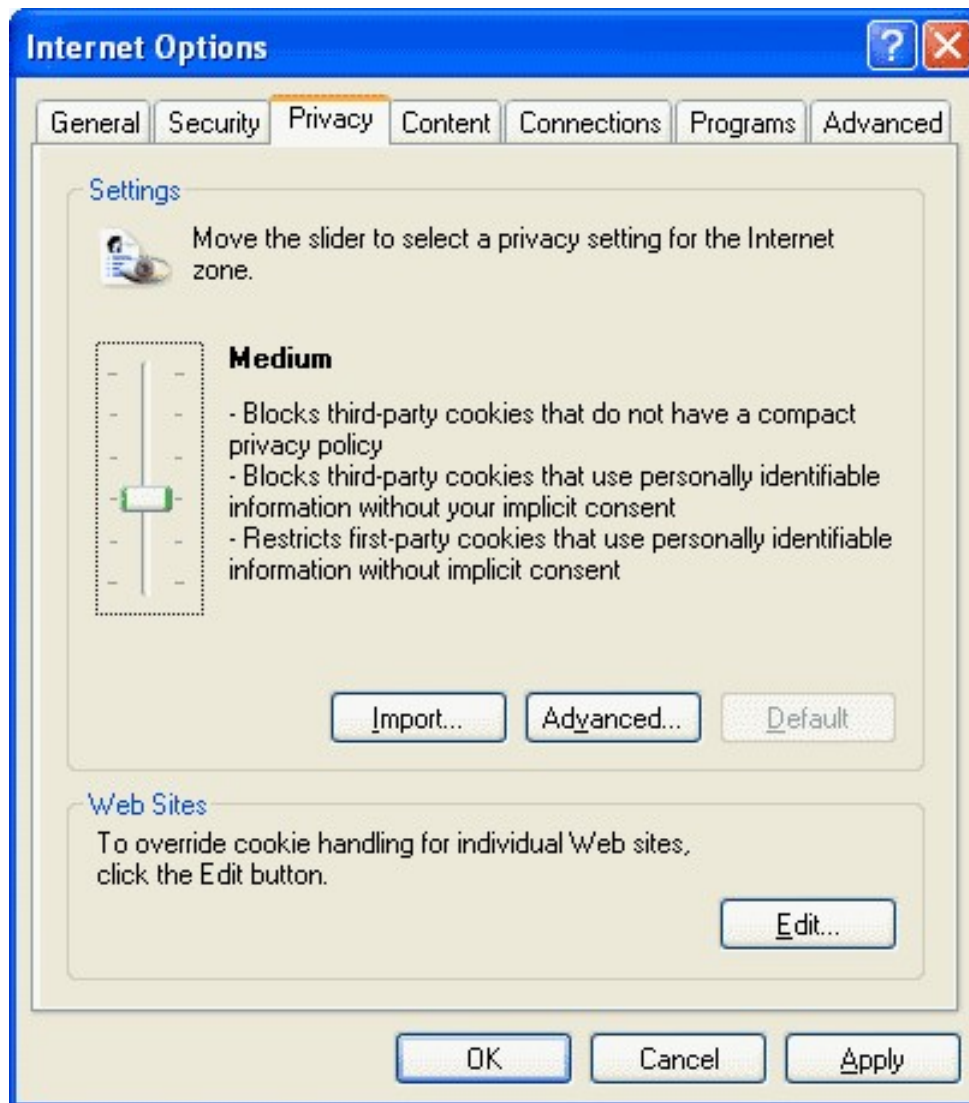


- Platform for Privacy Preferences (P3P)
- W3C specification for XML privacy policies
 - Proposed 1996
 - Adopted 2002
- Optional P3P compact policy HTTP headers to accompany cookies
- Lacks incentives for adoption

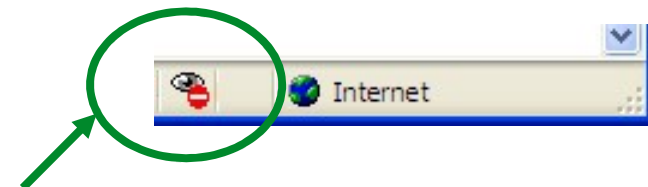
What's in a P3P policy?

- Name and contact information for site
- The kind of access provided
- Mechanisms for resolving privacy disputes
- The kinds of data collected
- How collected data is used, and whether individuals can opt-in or opt-out of any of these uses
- Whether/when data may be shared and whether there is opt-in or opt-out
- Data retention policy

P3P in IE6



Automatic processing of compact policies only;
third-party cookies without compact policies blocked by default



Privacy icon on status bar indicates that a cookie has been blocked – pop-up appears the first time the privacy icon appears



GigaLaw.com: Legal Information for Internet Professionals - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Favorites Media History Print

Address <http://www.gigalaw.com/>

Links [P3P Public](#) [P3P Spec](#) [Google](#) [AT&T](#) [AT&T VCS](#) [AT&T WN](#) [CDT](#)

New & Noteworthy:

[Analyzing the Supreme Court's Opinion on the Child Online Protection Act](#)

Crime
[Hacking and Viruses](#), [Terrorism Privacy](#),
[Computer Fraud and Abuse Act](#), [Insurance](#)

Methods

Politics
[Voting](#), [Government](#), [Di](#)

Privacy
[Basics](#), [Protection](#), [Priv](#),
[Regulation](#), [Free Speech](#)

Databases

Disabilities

Privacy Report

Based on your privacy settings, some cookies were restricted or blocked.

Show:

Web sites with content on the current page:

Site	Cookies
http://rcm.amazon.com/e/cm?t=gigalawcom&l=st1&...	Blocked
http://rcm-images.amazon.com/images/P/00286422...	Blocked
http://rcm-images.amazon.com/images/G/01/rcm/1...	Blocked

To view a site's privacy summary, select an item in the list, and then click Summary.

[Learn more about privacy...](#)

Summary Settings... Close

The Complete Idiot's Guide
Richard C. Levy
Only \$13.97!

Patent Strategy for Researchers and ...
H. Jackson Knight

Getting Permission
Richard Stim

Will It Sell? How to Determine if Yo...
James E. White

Digital Copyright
Jessica Litman

Intellectual Property

Internet

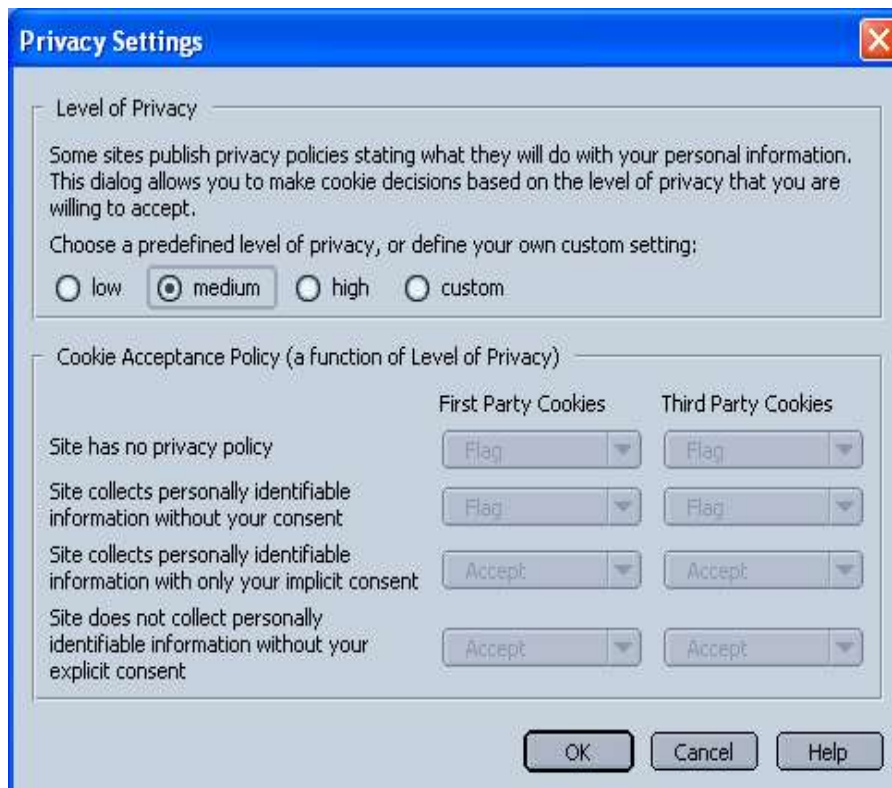
Users can click on privacy icon for list of cookies; privacy summaries are available at sites that are P3P-enabled



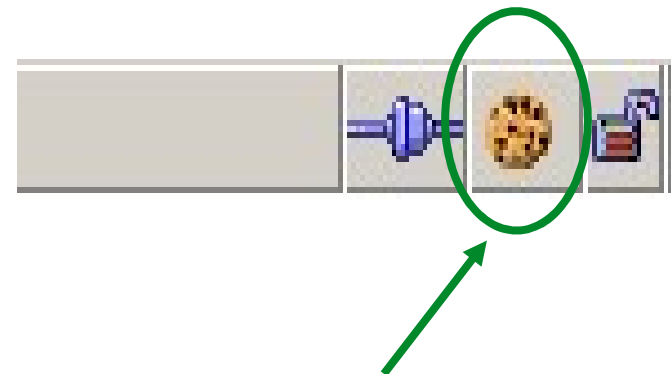
**Privacy summary
report is
generated
automatically
from full P3P policy**



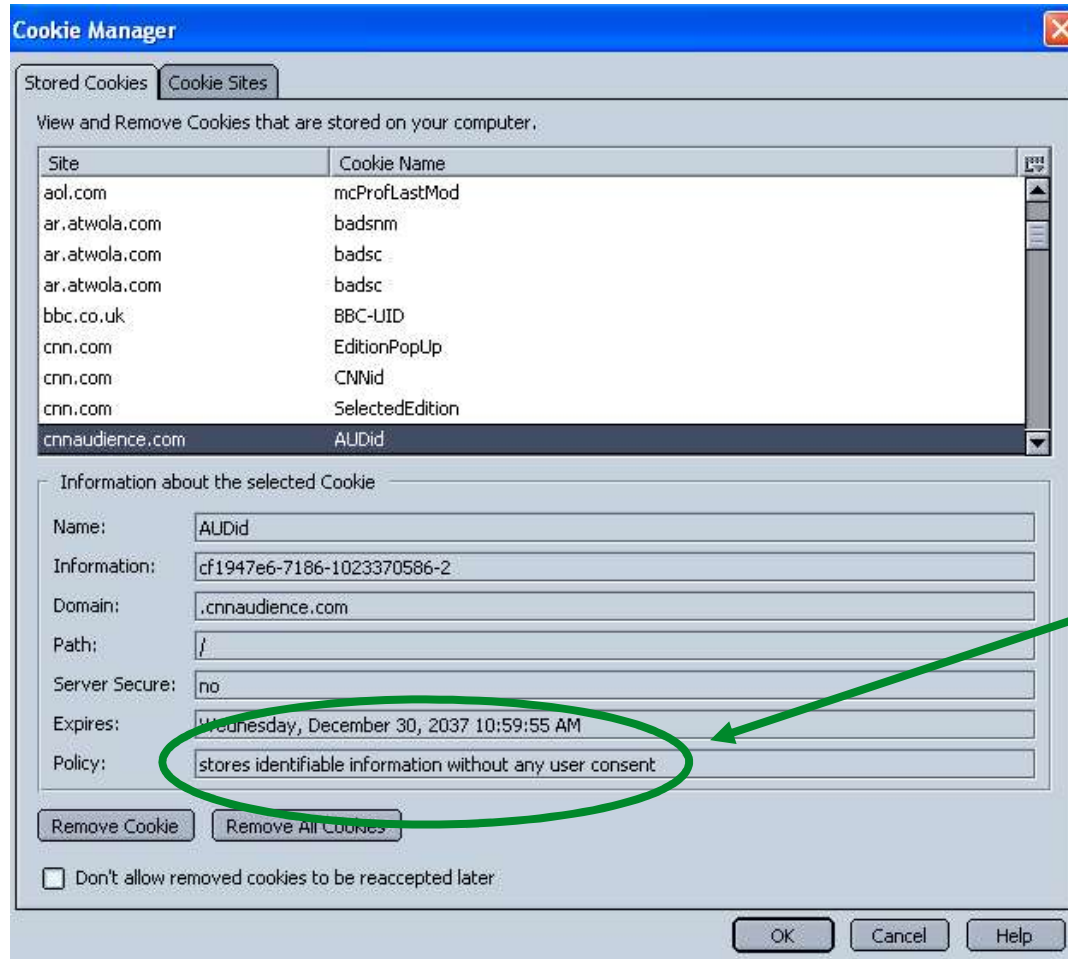
P3P in Netscape 7



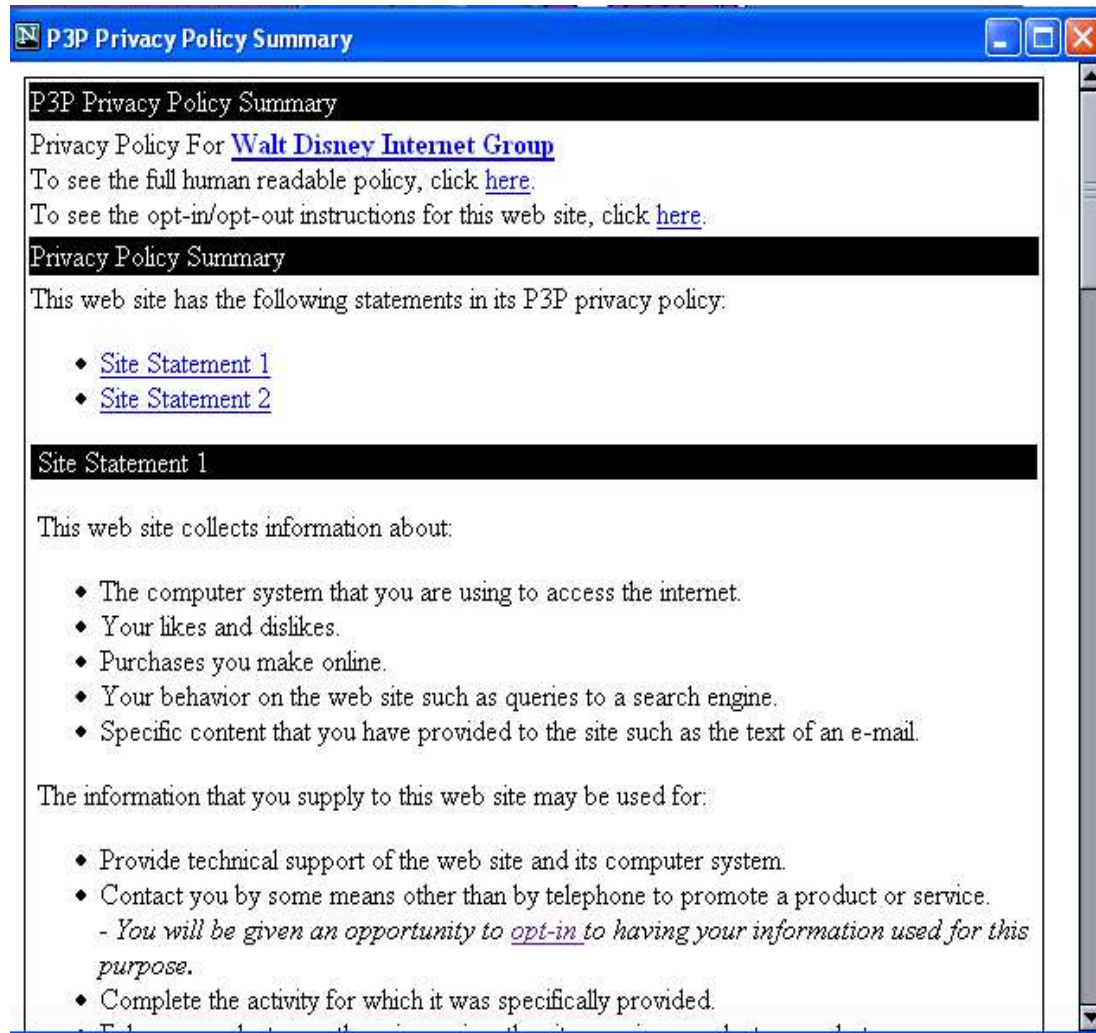
Preview version similar to IE6, focusing, on cookies; cookies without compact policies (both first-party and third-party) are “flagged” rather than blocked by default



Indicates flagged cookie



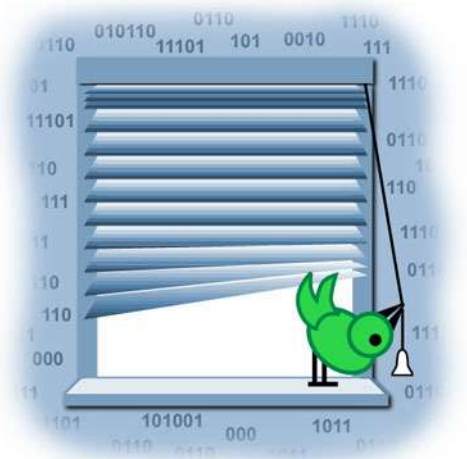
Users can view English translation of (part of) compact policy in Cookie Manager



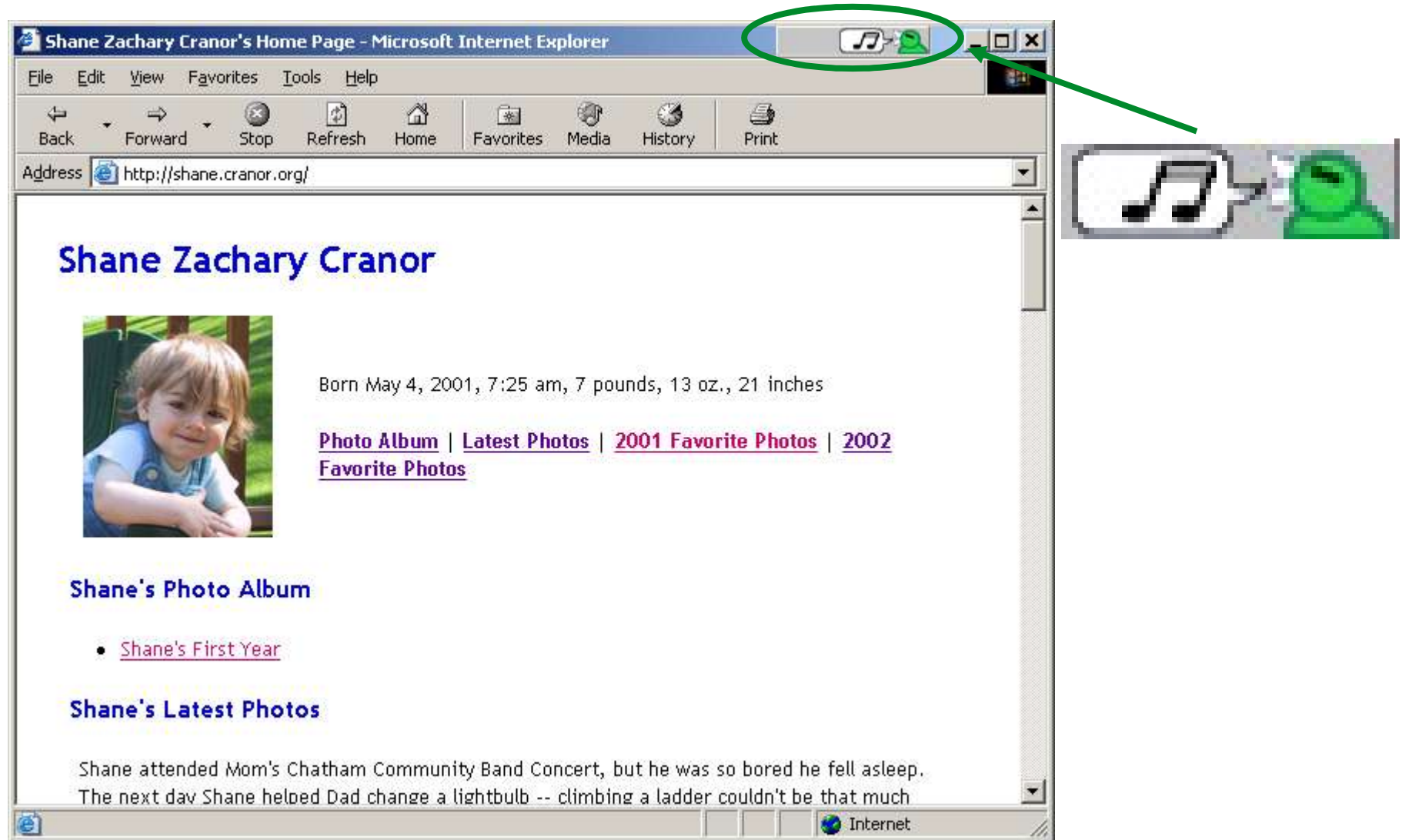
A policy summary can be generated automatically from full P3P policy

AT&T Privacy Bird

- Free download of beta from <http://privacybird.com/>
- “Browser helper object” for IE 5.01/5.5/6.0
- Reads P3P policies at all P3P-enabled sites automatically
- Puts bird icon at top of browser window that changes to indicate whether site matches user’s privacy preferences
- Clicking on bird icon gives more information
- Current version is information only – no cookie blocking



Chirping bird is privacy indicator



Click on the bird for more info


Shane Zachary Cranor's Home Page - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop

Address <http://shane.cranor.org>

Shane Zachary



Shane's Photo Album

- [Shane's First Year](#)

Shane's Latest Photos

Shane attended Mom's Christmas Party. The next day Shane helped...

Policy Summary

Shane Cranor's Home Page Privacy Practices

Privacy Policy Check

Shane Cranor's Home Page's privacy policy *matches your preferences*.

Privacy Policy Summary

This site has the following statements in its policy:

- [Site Statement 1](#)

Site Statement 1

Types of Information Collected:

- HTTP protocol information
- Click-stream information

How your information will be used:

- Research and development
- To complete the activity for which the data was provided
- Web site and system administration

Who will use your information:

- This web site and its agents

Privacy Preference Settings

These settings control when a warning icon will be displayed at the top of your browser window. You can click on the warning icon for more information.

Select Privacy Level: ☐ Low ☐ Medium ☐ High ☒ Custom ☐ Imported

HEALTH OR MEDICAL INFORMATION

Warn me at web sites that use my health or medical information :

- ☒ For analysis, marketing, or to make decisions that may affect what content or ads I see, etc.
- ☒ To share with other companies (other than those helping the web site provide services to me)

FINANCIAL OR PURCHASE INFORMATION

Warn me at web sites that use my financial information or information about my purchases :

- ☒ For analysis, marketing, or to make decisions that may affect what content or ads I see, etc.
- ☒ To share with other companies (other than those helping the web site provide services to me)

PERSONALLY IDENTIFIABLE INFORMATION (name, address, phone number, email address, etc.)

Warn me at web sites that may contact me to interest me in other services or products :

- ☐ Via telephone
- ☐ Via other means (email, postal mail, etc.)
- ☒ And do not allow me to remove myself from marketing/ mailing lists

Warn me at web sites that use information that personally identifies me :

- ☒ To determine my habits, interests, or other characteristics
- ☒ To share with other companies (other than those helping the website provide services to me)
- ☒ Warn me at web sites that do not allow me to find out what data they have about me

NON-PERSONALLY IDENTIFIABLE INFORMATION (demographics, interests, web sites visited, etc.)

Warn me at web sites that use my non-personally identifiable information :

- ☒ To determine my habits, interests, or other characteristics
- ☒ To share with other companies (other than those helping the website provide services to me)

Help

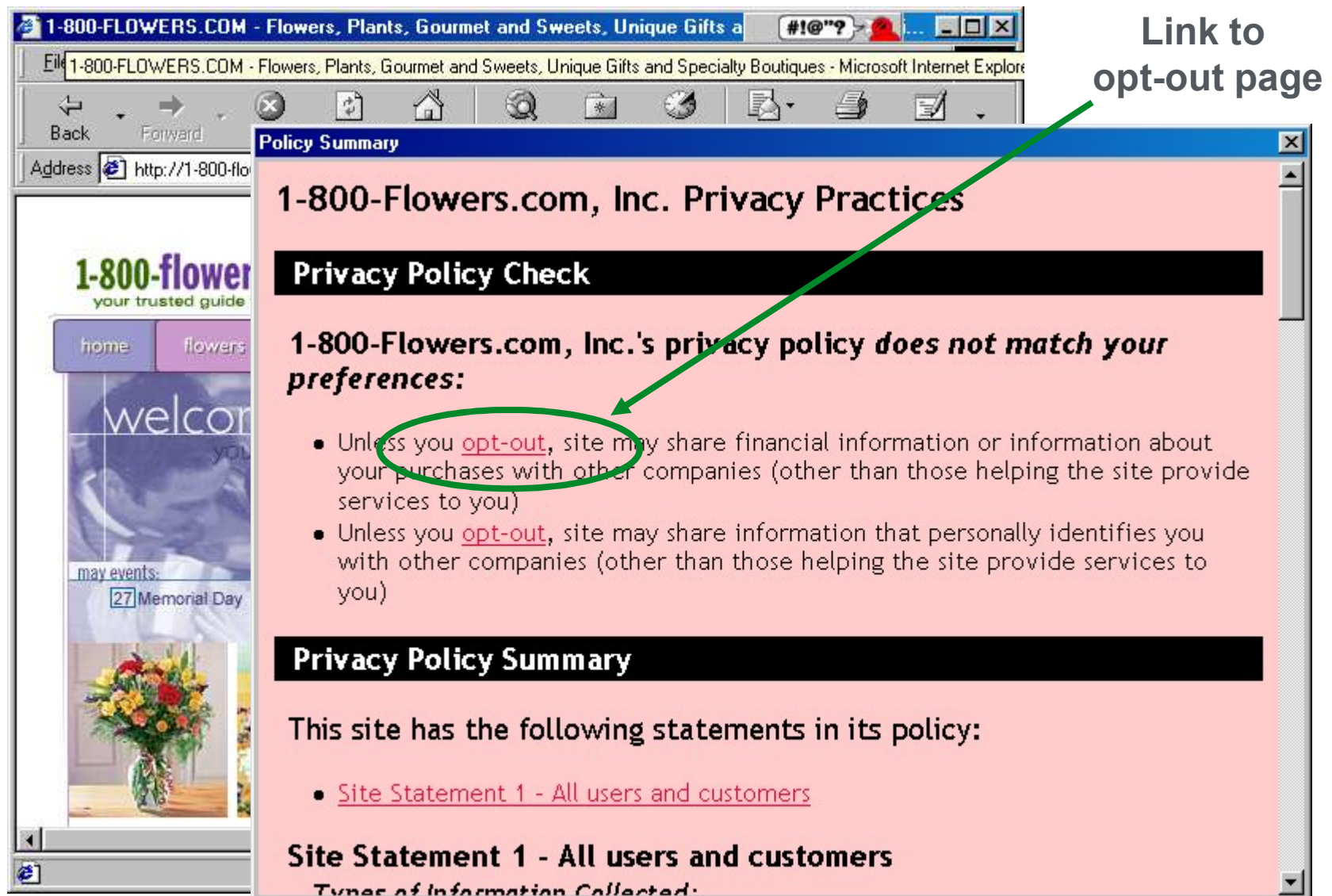
Import Settings

Export Settings

OK

Cancel

Privacy policy summary - mismatch



The screenshot shows a Microsoft Internet Explorer browser window displaying the 1-800-Flowers.com website. The address bar shows the URL <http://1-800-flowers.com>. The page title is "1-800-Flowers.com, Inc. Privacy Practices". The main heading is "Privacy Policy Check". Below this, a message states: "1-800-Flowers.com, Inc.'s privacy policy *does not match your preferences*:". A green circle highlights the word "opt-out" in the first bullet point, and a green arrow points from the text "Link to opt-out page" to this circle. The bullet points are:

- Unless you opt-out, site may share financial information or information about your purchases with other companies (other than those helping the site provide services to you)
- Unless you opt-out, site may share information that personally identifies you with other companies (other than those helping the site provide services to you)

Below the bullet points is a section titled "Privacy Policy Summary". It states: "This site has the following statements in its policy:" followed by a bullet point: "• Site Statement 1 - All users and customers". The section "Site Statement 1 - All users and customers" is partially visible at the bottom of the page.

Expand/collapse added in beta 1.2

The image displays two side-by-side panels, both titled 'Policy Summary' in a blue header bar. The left panel is in an expanded state, showing a list of items with '+' icons. The right panel is in a collapsed state, showing only the first item with a '+' icon and a 'Click + for more' link in the top right corner. Both panels have a green background and a black footer bar labeled 'More Information'.

Left Panel (Expanded):

- + Federal Trade Commission**
 - Privacy Policy Check**

Federal Trade Commission's privacy policy matches your preference
 - Privacy Policy Summary**
 - + Policy Statement 1 - Basic Information**

Data collected from all Web users: access logs, and search strings (if entered).
 - + Policy Statement 2 - Data Collection**
 - Access to your information**

This site allows you to access your own information about you from its records
 - + How to reach this site**
 - + How to resolve privacy-related issues**

Right Panel (Collapsed):

- + Federal Trade Commission Privacy Practices**
 - Privacy Policy Check**

Federal Trade Commission's privacy policy *matches your preference*
 - Privacy Policy Summary**
 - Policy Statement 1 - Basic Information**

Data collected from all Web users: access logs, and search strings (if entered).

Types of Information that may be collected:

 - search terms
 - click-stream information

How your information may be used:

 - To complete the activity for which the data was provided
 - To do web site and system administration

Who may use your information:

 - This web site and the companies that help the site provide services to you

Bird checks policies for embedded content

The screenshot shows a Microsoft Internet Explorer window displaying the Lycos homepage. The address bar shows <http://www.lycos.com/>. The page features the Lycos logo, a 'TOOLS' section with links like Books, Email/IM, Multimedia, Stock, Chat, Horoscopes, Personals, White, Clubs, Maps, Photos, Yellow, Downloads, MP3s, Recipes, and MORE, and a 'LYCOS TOPICS' sidebar with categories like Autos, Careers, Computers, Family Zone, Finance, Free Games, Health, Kids, and Movies/TV. A news snippet titled 'We Will Prevail!' is visible.

An 'Embedded Content' dialog box is open, displaying a list of embedded content items. The dialog box contains the following text:

The images and/or other content embedded in this web page are listed below. Some of this content may be covered by a different privacy policy than the rest of the page. Select a URL to view the privacy information related to that content.

URL	Privacy Check	Type
http://a284.g.akamai.net/1/284/987/2h/lygo.com/s.gif	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/dotline_1...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/foot_angl...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/hp_shop_...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/hp_shop_...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/hp_topics...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/hp_topics...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/news_Bu...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/s.gif	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/tools_ang...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/tools_righ...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/tools_righ...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/topics_do...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/ly/0/hp/valentine...	Unknown	Image
http://a676.g.akamai.net/1/676/987/12h/lygo.com/s.gif	Unknown	Image
http://hb.lycos.com/header?Z=142153&VID=1401&LHM=0&LHS=8	Matched	IFrame
http://ln.doubleclick.net/adi/ly/ln/f;h=f;pos=1;sz=468x60;tile=1;ord=10...	Matched	IFrame
http://lygo.com/ly/0/hp/s.gif	Unknown	Image
http://m.doubleclick.net/viewad/718598-buybooks468.gif	UnMatched	Image
http://www.lycos.com/css/genesis_ie.css	Matched	StyleShee

At the bottom of the dialog box, there are four buttons: Help, Policy Summary, View P3P Source, and Close.

Privacy Bird icons



Example:
Sending flowers



1-800-SEND-FTD®

Customer Service ?
Shopping Cart
My Account

Search

GO

Flowers

Plants

Roses

Gourmet Gifts

More Gift Ideas

Deliver It Today

International Deliveries | Find a Florist | Reminder Service | Our Guarantee | Browse Our Store

Sign up for Savings!

Email:

GO

Holidays

Valentine's Day

Occasions

Anniversary
Birthday
Congratulations
Friendship
Get Well
Gifts for Business
I'm Sorry
Love & Romance
New Baby
Sympathy & Funeral
Thank You
Thinking of You
Wedding

Shop By Price

Under \$25

FTD's 'Good as Gold' Guarantee – Fresh, beautiful flowers and plants that will last at least 7 days.



Order Now More like this
\$34.99



Mixed Tulips
Starting at \$29.99

Shop
Now
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1-800-356-7257

1800Florals **SEARCH**

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Choose An Occasion

All Price Ranges



Select one or more options and go!



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PICKS OF THE WEEK



FTD® Star Gazer™ Bouquet
#3061X \$109.95



Multicolor Roses Bowl #0683T
\$59.95



Pastel Basket Planter #1112T
\$49.95



Privacy Finder

- Prototype developed at AT&T Labs, improved and deployed by CUPS
- Uses Google or Yahoo! API to retrieve search results
- Checks each result for P3P policy
- Evaluates P3P policy against user's preferences
- Reorders search results
- Composes search result page with privacy annotations next to each P3P-enabled result
- Users can retrieve "Privacy Report" similar to Privacy Bird policy summary

Condition 3: Privacy Information



Duracell AA batteries 8-pack

Search

Duracell Alkaline Battery, AA, 8/PK

Duracell Coppertop Alkaline AA Batteries Long-life alkaline batteries provide the best, longest power source. Recommended for use in smoke alarms, flashlights, lanterns, calculators, pagers, cameras, recorders, radios, CD players

www.ccvsoftware.com/c/product.html?record@56119



\$14.45 (w/shipping)

□□□□

[Privacy Report](#)

Duracell AA8 DURACELL - Alkaline Batteries Value Packs

Duracell AA8 DURACELL Alkaline Battery Value Packs...

discountofficeitems.zoovy.com/product/DURMN15RT12Z - [Privacy Policy](#)



\$14.60 (w/shipping)

□□□□

[Privacy Report](#)

Duracell Alkaline Battery Value Packs

Duracell AA8 DURACELL Alkaline Battery Value Packs DURACELL AA ALKALINE BATTERY - 8 PACK Cardboard card for peg hook 8 pack Specifications Weight 0.45 lbs Length 4.5 inches Width 3.75 inches Height 1 inches Manufactures Web site www.duracell.com

www.insta-ware.com/Coppertop-Alkaline-Lithium-Bat... - [Privacy Policy](#)



\$14.80 (w/shipping)

□□□□

[Privacy Report](#)

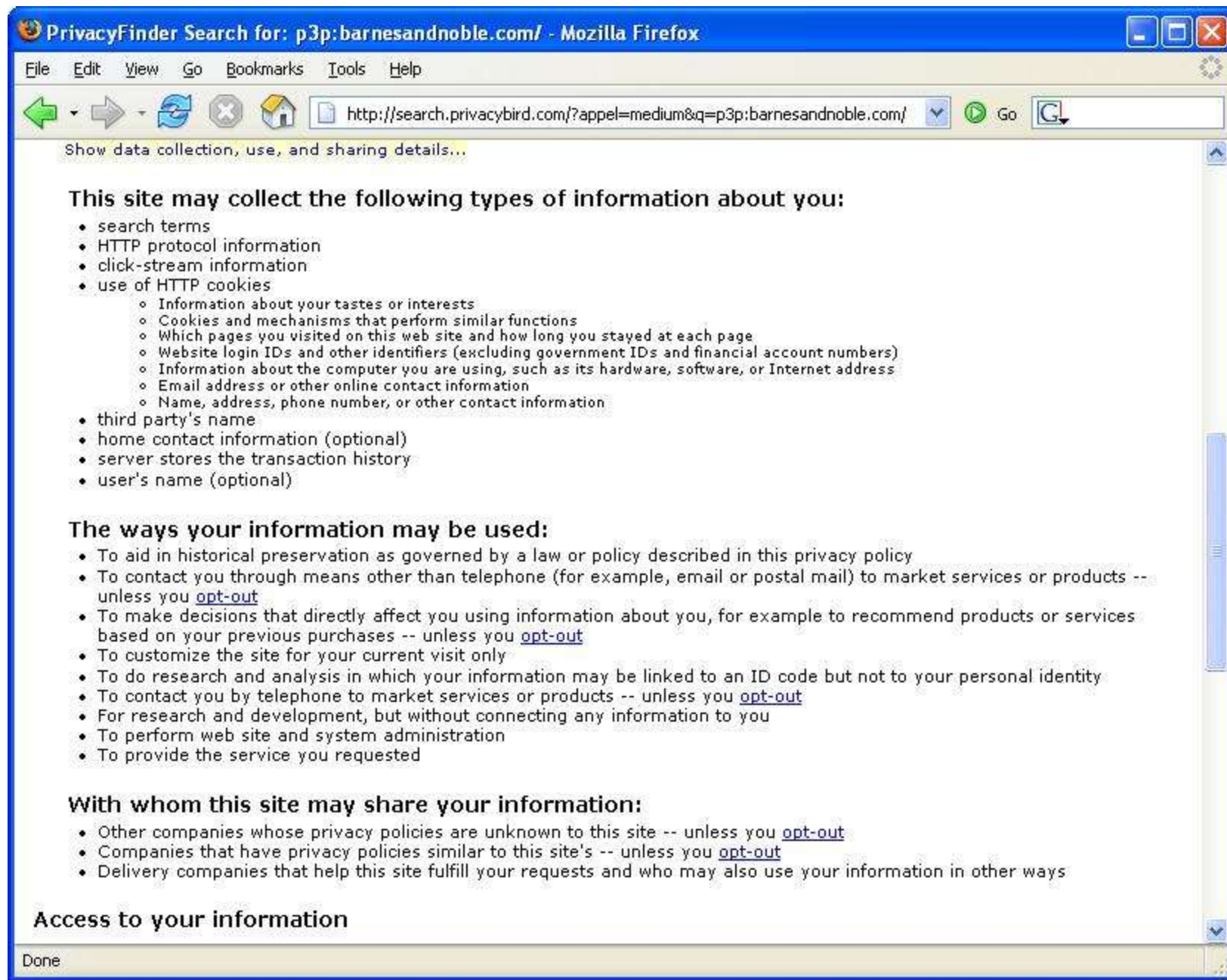
Duracell Coppertop Alkaline AA Batteries

Long-life alkaline batteries provide the best, longest power source. Recommended for use in smoke alarms, flashlights, lanterns, calculators, pagers, cameras, recorders, radios, CD players, medical equipment, toys and electronic games. Dependable after seven years of storage.

www.officequarters.com/product.php/item/DUR-MN150088... - [Privacy Policy](#)



\$15.14 (w/shipping)



No P3P syntax checking in IE

- IE accepts P3P policies containing bogus tokens or missing required tokens

- Example of valid compact policy:

 rockyou[®]

CAO DSP COR CURa ADMa DEVa OUR
IND PHY ONL UNI COM NAV INT DEM PRE

- Examples of invalid policies accepted by IE:

 amazon.com

AMZN

 facebook

Facebook does not have a P3P policy.

Learn why here: <http://fb.me/p3p>

P. Leon, L. Cranor, A. McDonald, and R. McGuire. Token Attempt: The Misrepresentation of Website Privacy Policies through the Misuse of P3P Compact Policy Tokens. WPES 2010.

[MSDN Blogs](#) > [IEBlog](#) > [Google Bypassing User Privacy Settings](#)

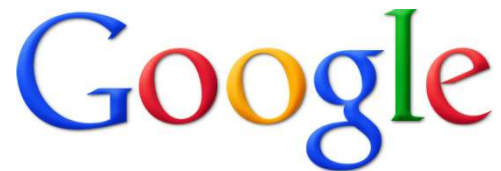
Google Bypassing User Privacy Settings

Published Monday, February 20, 2012 1:31 PM

 152 comments

When the IE team heard that Google had bypassed user privacy settings on Safari, we asked ourselves a simple question: is Google circumventing the privacy preferences of Internet Explorer users too? We've discovered the answer is yes: Google is employing similar methods to get around the default privacy

Languages

[English](#)[Français](#)[Deutsch](#)[Português \(Brasil\)](#)[한국어](#)[日本語](#)[简体中文](#)[Русский](#)

Microsoft uses a “self-declaration” protocol (known as “P3P”) dating from 2002 It is well known – including by Microsoft – that it is impractical to comply with Microsoft’s request while providing modern web functionality.

Alternatives to machine-readable policies...

- Extract information from human-readable policies through:
 - Natural language processing
 - Crowdsourcing

Crowdsourcing privacy policy extractions

- Not your typical crowdsourcing task
- Challenges
 - obtain **high quality annotations**
 - with **manageable cost**
 - from **non-expert crowd workers**
 - from **complex policy documents**

Privacy policy annotation tool

usableprivacy User Profile Task Settings Logout

time.com

Sports Illustrated
PRIVACY POLICY

Table of Contents

- The Information We Collect
- How We Use the Information
- Privacy Options
- Your California Privacy Rights: Notice to California Customers
- Collection of Information by Third-Party Sites and Sponsors
- Cookies
- Our Commitment to Security
- Accessing, Correcting, and Deleting Your Personal Information
- Retention of Personal Information
- Special Note for Parents
- Changes to this Privacy Policy
- How to Contact Us
- Safe Harbor Privacy Policy

European Union Privacy Information
For citizens of member countries of the European Union, and
Switzerland, Norway, Lichtenstein, Iceland, Australia, and New Zealand

Canada Privacy Information

This is the Privacy Policy which applies to you if you live outside the
European Union, Switzerland, Norway, Lichtenstein, Iceland, Australia,
New Zealand, and Canada.

Answer the following questions

[Click here to view the instructions again](#)

Question:
Does the policy state that the **website** might **collect contact information** about its users?

[Select sentence from policy and click](#) [Remove last selection](#)

Your personally identifiable information may be required to engage in these activities as well as to receive products and services that you may have requested.

- ☐ **No** - the policy explicitly states that the **website** will not collect **contact information**.
- ☐ **Yes** - the policy explicitly states that the website might collect contact information.
- ☐ **Unclear** - the policy does not explicitly state whether the website might collect contact information or not, but the selected sentences could mean that contact information might be collected.
- ☐ **Not applicable** - this question is not addressed by this policy.

[Next](#)

Your Progress

[Jump directly to question ▾](#)

Interpretation of privacy policies

- Comparative annotation study with **privacy policy experts, skilled annotators, AMT Crowdworkers** on 6 privacy policies
- **Result Highlights**
 - Data collection relatively easy to identify
 - Data sharing practices more difficult
 - Even experts do not always agree
 - Finer nuances difficult to extract
 - Policy language too ambiguous



Reidenberg et al., *Disagreeable Privacy Policies: Mismatches between Meaning and Users' Understanding*, Berkeley Technology Law Journal (to appear), available on SSRN

Nobody wants to read privacy policies

- Research needed to develop:
 - concise formats for showing policies
 - tools for alerting users of policy mismatches
 - integrated with normal functionality (e.g., web search)
 - tools to extract information from human-readable policy