Carnegie Mellon

Designing a Privacy Label:

Assisting Consumer Understanding of Online Privacy Practices

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CyLab Usable Privacy and Security Laboratory http://cups.cs.cmu.edu/

Amazon.com Privacy Notice

Last updated: October 1, 2008. To see what has changed, click here.

Amazon.com knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. By visiting Amazon.com, you are accepting the practices described in this Privacy Notice.

- What Personal Information About Customers Does Amazon.com Gather?
- What About Cookies?
- Does Amazon.com Share the Information It Receives?
- How Secure Is Information About Me?
- What About Third-Party Advertisers and Links to Other Websites?
- Which Information Can I Access?
- What Choices Do I Have?
- Are Children Allowed to Use Amazon.com?
- Does Amazon.com Participate in the Safe Harbor Program?
- Conditions of Use, Notices, and Revisions
- Examples of Information Collected

What Personal Information About Customers Does Amazon.com Gather?

The information we learn from customers helps us personalize and continually improve your shopping experience at Amazon.com. Here are the types of information we gather.

- . Information You Give Us: We receive and store any information you enter on our Web site or give us in any other way. Click here to see examples of what we collect. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our stores, and communicating with you.
- Automatic Information: We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses Amazon.com or advertisements and other content served by or on behalf of Amazon.com on other Web sites. Click here to see examples of the information we receive.
- E-mail Communications: To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Amazon.com if your computer

- customer that to take received from other companies, to an effect to excel mention med from us, present reliant year Common.
- Industrial from Other Sources: To court receive information about you from other sources and add it to our account information. Class, here to see exercises of the observation

What About Contract

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- These Party Service Provident: its orders functions or our behalf. Sources include meter man and a man, man providing search results and trees problems ped fatige and times, processing stadil card payments, and providing customer service. They have excess to personal officialistic resided to perform their functions, that may
- Propositional SPANIC Supplement on sond Office to selected proops of timescripes comprises or facility of other businesses there are to the, we do not pre-that Section and have not appear. If you to not work to receive much offers, present select Business Transfers in an extraor in
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What About Third Party Schoolings and Links to Dilear Websited?

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Which Information Can I Access? Amount our gives one senses to a broad range of information about your account and your retreations with temporature for the bridge that information, Glob large to our come pounders. the first of which and change as not find the

What Choices Do I Have?

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 - palate information, on positive trees a copie of
- the arts remains for the records.

 If you do not work to record or read to other real from on, phenomenal them co. Communication Parlements. (If you do not legal solices from us, each as the Privacy Relice, these volces will all govern our use of Americans, and it is visor responsibility
- display to you, please relief your highestness.
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Are Children Allowed to Use Amazon com?

Amount out that he set probable for purchase to children. We set children's products for prochase for abote if you are order 10, you have no American son only with the measurement of a period ---

Door Amazon.com Participate to the Eafe Sarbor Program?

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are depute over privacy is subject to the Notice. and not financially of the females, fromther or derivages, resolution of disputes, and appropriate of the law of the state of Maultington, If you have any particular with a thorough absorbation, and we will the terrespond to their business changes construction and no Privacy Nation and the Condition of the and change along the majors would perhad a remindent instructed at red to, but you should sheek our Well arise frequencies in some recover plantages, treatest statest otherwise, nor current Privacy Notice applies to of information that we have about you and your princet. He start before the promises an make house, and all more reported charge for policies and predicate to hake Warn less productive of contamer information collected in the land.

service the consent of affective continues. National Projections and Information

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Examples of Information Collected

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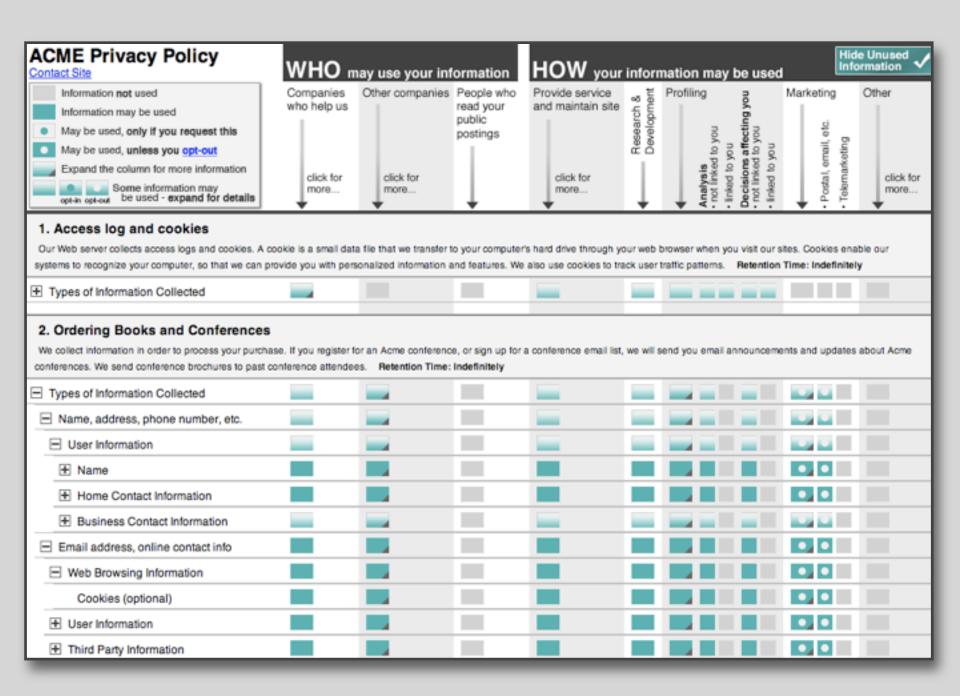
Automatic Information

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recipits the branched producer (IP) address panel to

Platform for Privacy Preferences P3P



CAN WE CREATE A BETTER DESIGNED PRIVACY POLICY?

Easy to understand
Fast to find information
Easy to compare

Nutrition Facts

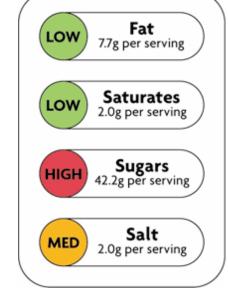
Serving Size 1 cup (228g) Serving Per Container 2

Amount Per Serving	
Calories 250 Calories fr	om Fat 110
% Daily	Value*
Total Fat 12g	18%
Saturated Fat 3g	15%
Cholesterol 30mg	10%
Sodium 470mg	20%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	

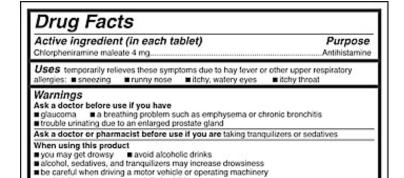
Vitamin A	4%
Vitamin C	2%
Calcium	20%
Iron	4%

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

your calone needs:	Calorie	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300 mg	300mg
Sodium	Less than	2,400 mg	2,400 mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g



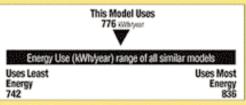








Compare the Energy Use of this Refrigerator with Others before You Buy.



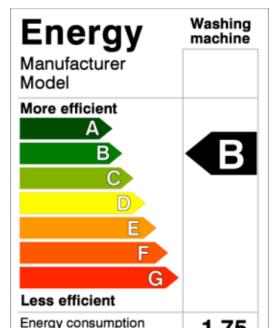
kWh/year (kilowati-hours per year) is a measure of energy (electricity) use.
Your stilly company uses it to compute your hill. Only models with 22.5 to 24.4 cubic feet and the above features are used in this scale.

Refrigerators using more energy cost more to operate. This model's estimated yearly operating cost is:



Based on a 1992 U.S. Government national average cost of 8.24c per kWh for electricity. Your actual operating cost oill vary depending on your local utility rates and your use of the product.

imported. Removal of the blood before concerne purchase to a continue of Probust Rec (40 hill S.C. 4000).



Privacy Facts

What does ACME Corporation do with Your Personal Information?

WHAT

information do they collect?

Information about your interactions with this site

including information about your computer and pages you visited on this website

may your information be shared with?

Your social and economic categories or group memberships

Your contact information (optional)

including your email address and your phone number

Financial or purchase information

HOW	do they use your information?	Can you limit this use?
	ny business purposes – our transaction, administer our site, or customize our site for you	No
	ng purposes – lucts and services to you (but not through telemarketing)	Yes (check your choices below)
	g purposes – is with your data, both linked and not linked to you	This is only used on your request

	, ,	
Our company	and companies who help u	s.

Companies who have similar policies to ours

No

Can you limit this sharing?

CONTACT US

Call 1-800-898-9698 or go to www.acme.com/privacy

If you want to limit your sharing please contact us by telephone, go online to our full policy, send us this form by mail, or use our opt-out page here.

What we collect

How we use your information

Who shares your information

	Provide service and maintain site	Research and development	Marketing	Telemarketing	Profiling not linked to you	Profiling linked to you
Contact information	!	!	OUT	OUT	!	!
Content	!	!	OUT	OUT	!	!
Cookies	!	!	OUT	OUT		!
Demographic information	!	!	OUT	OUT		!
Social security no. and gov't ID	!					
Preferences	!	!	OUT	OUT		!
Purchase and financial data	!	!	OUT	OUT	!	!
Web browsing information	!	!	OUT	OUT		!
Unique identifiers	!	!	OUT	OUT		!

u	Other companies	Public forums
	in	
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Understanding this privacy report



Data is collected and used in this way.



OUT You can opt-out of this data use.



Your data will not be used in this way unless you opt-in.



You can opt-in or opt-out of some uses of this data.

Amazon.com										
	who we share your how we use your information information with									
types of information	provide service & maintain site	research & development	marketing	telemarketing	profiling	other companies	public forums			
contact information	!	!	OUT	OUT		IN				
cookies	!	!	OUT	OUT		IN				
demographic information										
financial information										
health information										
preferences	!	!	OUT	OUT		IN	!			
purchasing information	!	!	OUT	OUT		IN				
social security number & govt ID	!									
your activity on this site	!	!	OUT	OUT		IN	!			
your location										

User Testing

3 focus groups

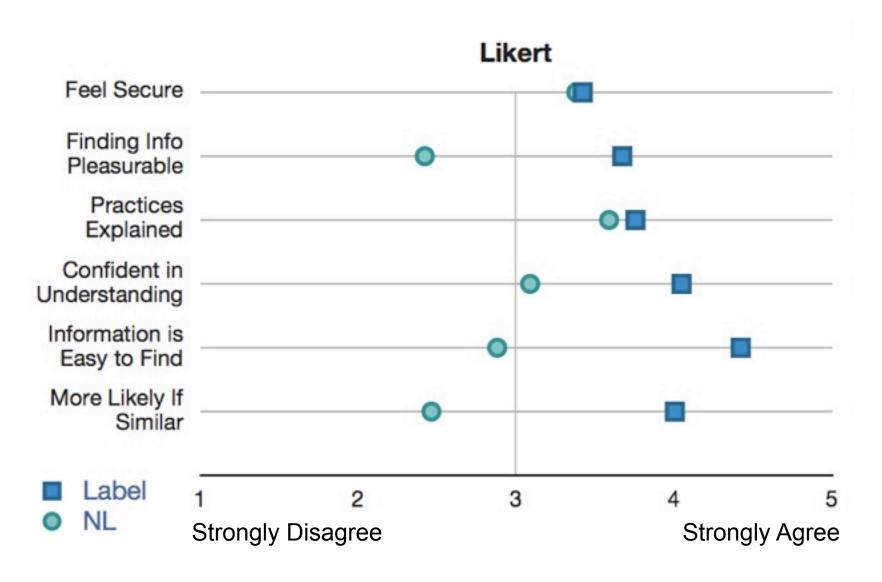
- 7-11 participants each
- explored attitudes towards privacy policies
- tested understanding of labels and symbols

User Testing

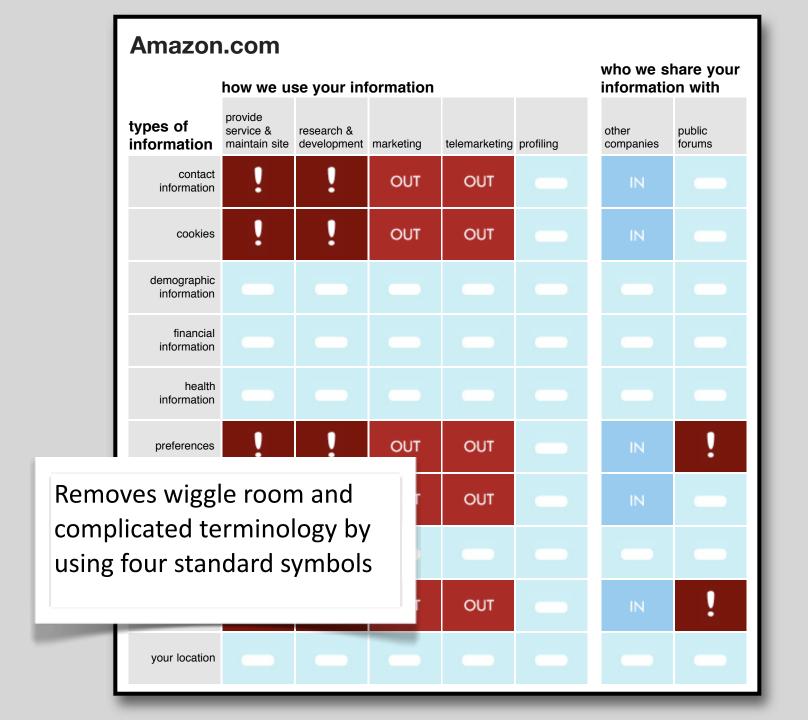
Laboratory Study

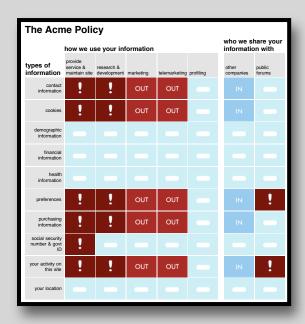
- 24 participants
- within subjects design to compare label and text policies
- 8 tasks, measured time and accuracy
- 6 opinion questions

Like-ability Results



Amazon	.com			Button Co.							
how we use your infor				how we use your information						who we share your information with	
types of information	provide service & maintain site	research & development	mar	types of information	provide service & maintain site	research & development	marketing	telemarketing	profiling	other companies	public forums
contact information	!	!		contact information	1	!	OUT	ОИТ	!	OUT	_
cookies	!	!		cookies	1	1	OUT	OUT	!	OUT	-
demographic information				demographic information	!	!	OUT	OUT	!	OUT	!
financial information				financial information						-	-
health information				health information							
preferences	!	!		preferences			Allovas	forinf	a rm a ti	on to b	
purchasing information	!	!		purchasing information	!	Allows for information to be found in the same place					
social security number & govt ID	!			social security number & govt ID	!	•	every t	ime			
your activity on this site	!	!		your activity on this site	!	!	001	001	•	001	
your location				your location				-	-	-	
,				*							





Allows for quick high-level visual feedback by looking at the overall intensity of the page



The final label design we have proposed here:

- Allows for information to be found in the same place every time
- Removes wiggle room and complicated terminology by using four standard symbols
- Allows for quick high-level visual feedback by looking at the overall intensity of the page

- Can be printed, fits in a standard browser window
- And most importantly people who have used it to find privacy information have rated it as not just more pleasurable than text, but actually enjoyable

Next Steps

Accuracy and Comparison Results

Large Online Study

Integrate with PrivacyFinder.org



http://cups.cs.cmu.edu

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