



# Analyzing privacy policies

**Security and Privacy**  
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- This is a practice with a lot of student participation
  - You will have to work too 😊 !
  - The results are part of the overall assessment
- Topic: Analyzing and comparing privacy policies of websites
- Goals:
  - Identifying important aspects of privacy policies
  - Finding and assessing privacy policies
  - Discussing priorities
  - Detecting services with privacy implications
- The assessment occurs in three parts:
  - Building a survey
  - Performing the survey
    - » Each URL is assigned to two groups
  - Reporting



# Detailed work plan

- Introduction
  - » By the lecturer; 10 min.
- Building groups
  - » 10 groups in total; 5 min.
- Identifying questions for the survey
  - » Includes defining scales for them; 15 min.
- General discussion and building a common survey
  - » All groups together; 15 min.
- Assessing two of the sites according to the survey
  - » 2 \* 15 min. each
- Comparing the result with the other two groups
  - » Agreeing on a common assessment; 2 \* 10 min.
- Report of each group on one survey
  - » 2 min. each; 20 min.
- General discussion: What can be learned from this?
  - » 5 min.



- Fast survey: Who has read a privacy policy in the past?
  - Probably not very many people!
- Why is this?
  - Hidden, long, complicated, unimportant, not interested, ...?
  - Provide some reasons!
- We will do our own survey here and try to identify whether these issues really exist or it is just plain laziness!
- Tasks for the students
  - Remember the EU privacy law!
    - » Its probably the most strict privacy law existing
  - Think critically: Who has which interests?
    - » Who has which "power", i.e. can determine the policy's content?
  - Bring in your own thoughts!



# Introduction: Take up both positions

- "Customer"

- Which data would you provide willingly (and which not)?
- What would you not want to happen with your data?
- Who should not receive the data?
  - » Specific other companies, the state, your neighbours (publishing)?
- What rights do you have (access, deletion, correction etc.)?
- What security precautions exist?

- "Shop"

- Why do you want personal data?
- What do you want to do with?
- Do you need the data now or for "potential further use"?
- Can you use it within the whole "company" (daughters, ...)?
- If you store data, how must it be secured?
- Will you **have to** provide data to someone?



# Introduction: Internationality

- What we covered in this course is the **European** privacy law
- But many important websites are not from the EU!
  - There the privacy laws might be very different!
  - Accessibility of these sites is world-wide, so EU citizens are very likely to use them
- Which privacy law will then apply?
  - Who "exports" the data?
  - This is the user, i.e. the data subject itself!
  - Result: "Foreign" privacy laws apply
- It is therefore very important in the Internet to take care of privacy yourself
  - The laws will protect you only sometimes
  - Example: Select providers accordingly
    - » Order by Amazon.uk and not by Amazon.com, ...



- Shopping

- <http://www.amazon.com/>
- <http://www.britishairways.com/>
- <http://www.ebay.com/>
- <http://www.shop.com/>
- <http://www.booking.com/>
- <http://www.victoriasecret.com/>

- Community

- <http://www.youtube.com/>
- <http://www.xing.com/>
- <http://del.icio.us/>
- <http://www.last.fm/>
- <http://www.flickr.com/>
- <http://allrecipes.com/>

- E-Mail

- <http://www.gmail.com/>
- <http://www.hotmail.com/>
- <http://www.gmx.com/>
- <http://mail.yahoo.com/>
- <http://www.inbox.com/>
- <http://mail.aol.com/>



## Some ideas for questions ...

- General information for comparability
  - Business of the company
  - General description of the policy
- Policy itself
  - Understandability?
  - Language(s)?
  - Legal framework?
- Services
  - Adaptivity?
  - Anonymisation?
  - "Dangerous" content?
- Hint: Take a look at one of your sites to get ideas!

Each element needs a good description (semantics!)



## Discussion and common survey

- Please put the survey on the USB stick!
  - They will each be presented anonymously
- General discussion for each element:
  - Does it refer to privacy and is it a good criteria?
  - Is it important enough to be included?
  - What about the scale: Yes/No, values, discrete scale?
  - Is the description adequate/too short/unclear?
- Building a common survey
  - » How many questions are possible in 15 minutes?
  - Which questions are very similar (duplicates)?
  - General sorting order?



## Comparison with other groups

- Identify the elements with similar results
  - Or with only slight variations
  - Brief discussion and common value
    - » Don't spend too much time on them!
- Discuss the elements with significantly different assessment
  - Why the difference?
    - » Different views?
    - » Something overlooked?
    - » Check the website in question again together!
  - Common assessment possible?
    - » If not, each group should provide reasons for their own result!
- Prepare a single consolidated document
  - » Each group is responsible for the report of their first URL!
  - Include for each difference the reasons by both groups



# Report and discussion

- Present the common report on your first URL
  - Impartial: Describe also the reasons by the other group!
  - Highlight special aspects
    - » What is especially good at this site?
    - » What is especially bad at this site?
    - » What is interestingly missing?
- General discussion
  - What is the state of privacy in the Internet?
    - » Everything working according to law?
  - Which area is acceptable for users without having to think?
  - Which area is the most problematic?
  - Improvements:
    - » Possibility?
    - » Costs?
    - » Drawbacks for the companies?



- Privacy can be very different from URL to URL
  - Not everything is on the level of the EU!
  - Users should take a look at the policy
  - Many policies are quite difficult to understand
    - » Room for improvement!
    - » Easy to understand → Will be read more often
- Write a brief report, including
  - The procedure and the group-work
  - the assessment of your first URL
  - what you have learned
- Hand it in by E-Mail no longer than after 1 week!

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# Questions?

Thank you for your attention!