



Analyzing privacy policies

Security and Privacy
VSE Prag, 7 - 11.6.2010

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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

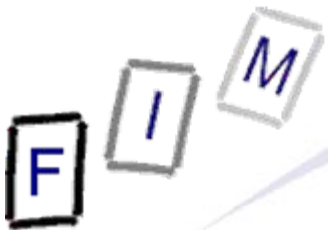


Detailed work plan

- 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!
 - » It is 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.victoriassecret.com/>

- Community

- <http://www.youtube.com/>
- <http://www.xing.com/>
- <http://del.icio.us/>
- <http://www.last.fm/>
- <http://www.flickr.com/>
- <http://www.facebook.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 site to site
 - 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!