

Designing a Privacy Label:

Assisting Consumer Understanding
of Online Privacy Practices

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<http://cups.cs.cmu.edu/>

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 from 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:

	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

Drug Facts

Active ingredient (in each tablet)

Chlorpheniramine maleate 4 mg.....Antihistamine

Purpose

Uses temporarily relieves these symptoms due to hay fever or other upper respiratory allergies: ■ sneezing ■ runny nose ■ itchy, watery eyes ■ itchy throat

Warnings

Ask a doctor before use if you have

- glaucoma ■ a breathing problem such as emphysema or chronic bronchitis
- trouble urinating due to an enlarged prostate gland

Ask a doctor or pharmacist before use if you are taking tranquilizers or sedatives

When using this product

- you may get drowsy ■ avoid alcoholic drinks
- alcohol, sedatives, and tranquilizers may increase drowsiness
- be careful when driving a motor vehicle or operating machinery

LOW

Fat

7.7g per serving

LOW

Saturates

2.0g per serving

HIGH

Sugars

42.2g per serving

MED

Salt

2.0g per serving



**WARNING:
CHOKING HAZARD**
This toy is a small ball.
Not for children under 3 yrs.



Based on standard U.S. Government tests

ENERGYGUIDE

Refrigerator-Freezer
With Automatic Defrost
With Side-Mounted Freezer
Without Through-The-Door-Ice Service

XYZ Corporation
Model ABC-1W
Capacity: 23 Cubic Feet

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

This Model Uses
776 kWh/year

Energy Use (kWh/year) range of all similar models

Uses Least
Energy
742

Uses Most
Energy
836

kWh/year (kilowatt-hours per year) is a measure of energy (electricity) use. Your utility company uses it to compute your bill. 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:

\$68

Based on a 1992 U.S. Government national average cost of \$0.24¢ per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

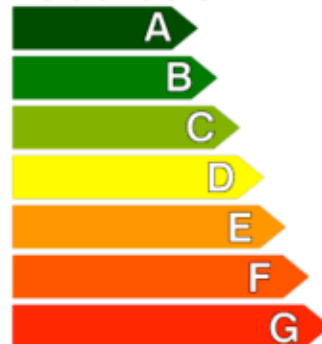
Report: Revised 1/98. Labels become purchase a condition of sale by U.S. G.C. 1995.

Energy

Washing machine

Manufacturer Model

More efficient



Less efficient

Energy consumption

1.75

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

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?

For everyday business purposes–

to process your transaction, administer our site, or customize our site for you

No

For marketing purposes–

to offer products and services to you (but not through telemarketing)

Yes

(check your [choices](#) below)

For profiling purposes–

to do analysis with your data, both linked and not linked to you

This is only used on
your request

WHO may your information be shared with?

Can you limit this sharing?

Our company and companies who help us.

Companies who have similar policies to ours

No

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	Other companies	Public forums
Contact information	!	!	OUT	OUT	!	!	in	
Content	!	!	OUT	OUT	!	!	in	!
Cookies	!	!	OUT	OUT	⏸	!	in	
Demographic information	!	!	OUT	OUT	⏸	!	in	
Social security no. and gov't ID	!							
Preferences	!	!	OUT	OUT	⏸	!	in	!
Purchase and financial data	!	!	OUT	OUT	!	!	in	
Web browsing information	!	!	OUT	OUT	⏸	!	in	!
Unique identifiers	!	!	OUT	OUT	⏸	!	in	!

Understanding this privacy report



Data is collected and used in this way.



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

types of information	how we use your information					who we share your information with	
	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

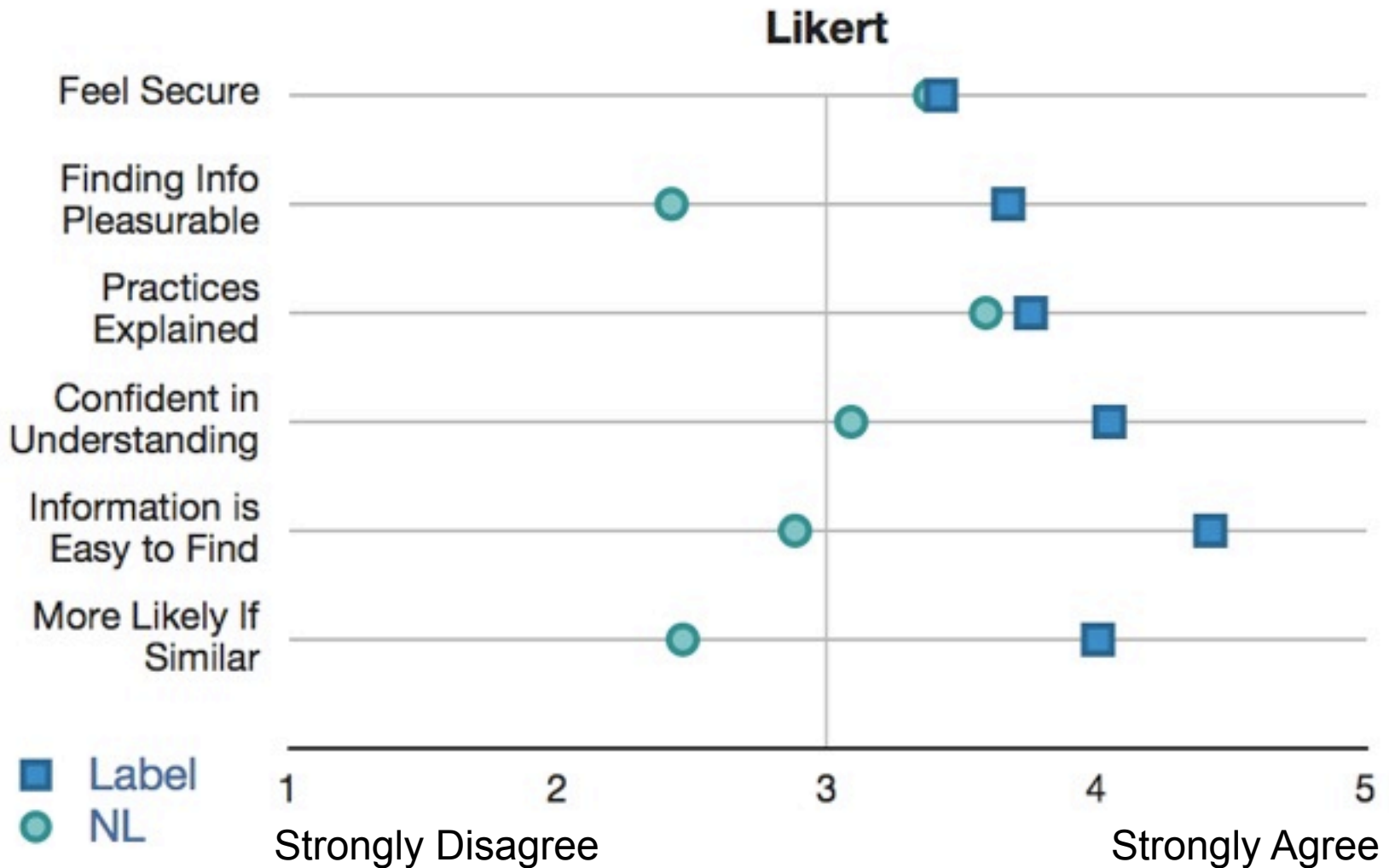
- 7-11 participants each
- explored attitudes towards privacy policies
- tested understanding of labels and symbols

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

how we use your information

types of information	provide service & maintain site	research & development	marketing
contact information	!	!	!
cookies	!	!	!
demographic information	—	—	—
financial information	—	—	—
health information	—	—	—
preferences	!	!	!
purchasing information	!	!	!
social security number & govt ID	!	—	—
your activity on this site	!	!	!
your location	—	—	—

Button Co.

how we use your information

who we share your information with

types of information	provide service & maintain site	research & development	marketing	telemarketing	profiling	other companies	public forums
contact information	!	!	OUT	OUT	!	OUT	—
cookies	!	!	OUT	OUT	!	OUT	—
demographic information	!	!	OUT	OUT	!	OUT	!
financial information	—	—	—	—	—	—	—
health information	—	—	—	—	—	—	—
preferences	—	—	—	—	—	—	—
purchasing information	!	!	—	—	—	—	—
social security number & govt ID	!	—	—	—	—	—	—
your activity on this site	!	!	OUT	OUT	!	OUT	!
your location	—	—	—	—	—	—	—

Allows for information to be found in the same place every time

Amazon.com

types of information	how we use your information					who we share your information with	
	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	!
	!	!	OUT	OUT	—	IN	—
	—	—	—	—	—	—	—
	!	!	OUT	OUT	—	IN	!
your location	—	—	—	—	—	—	—

Removes wiggle room and complicated terminology by using four standard symbols

The Acme Policy

types of information	how we use your information					who we share your information with	
	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	—	—	—	—	—	—	—

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

Amazon.com

types of information	how we use your information					who we share your information with	
	provide service & maintain site	research & development	marketing	telemarketing	profiling	other companies	public forums
contact information	!	!	OUT	OUT	—	IN	—
cookies	!	!	OUT	OUT	—	IN	—
device information	—	—	—	—	—	—	—
email addresses	—	—	—	—	—	—	—
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	—	—	—	—	—	—	—

Can be printed, fits in a standard browser window

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](https://www.privacyfinder.org)



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