Transparency enhancing tools, HCI for policy display & informed consent

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Motivation

- Transparency is basic legal principle & social trust factor

- Survey of Mechanisms in Online Environments recommended:
  - More transparency of how organisations handle their data
  - Alternative to lengthy privacy policies should be available

  => Enhancing Transparency by Technology

Transparency enhancing Tools (TETs)

- TETs provide users with either:
  1) Policy information about intended data processing
  2) Overview of data have been disclosed to whom under which policy & Online access to remote service providers
  3) Information about how data are being processed
  4) "Counter profiling" capabilities

- Existing Tools of type 2 &3: Google Dashboard, Amazon Recommendation Service, Min Side,..
  - Limitations: restricted to particular services, works only for authenticated (non anonymous) users

Type 2 & 3 TETs in PrimeLife

- **"Data Track":**
  - History Function
  - Online Functions for exercising rights
  - Consent Management for SNs
- **Privacy-preserving secure logs** enabling privacy compliance checks

  (also for anonymous users)

Reference: PrimeLife D4.2.2, D2.2

PrimeLife - Data Track

Contact information..

[Summary] [Privacy Policy]

Name : Skandia
Organization: Unknown
Street: Unknown
City: Unknown
Country: Unknown
URL: http://www.skandia.se
Date: 2007-03-22 17.12.00

Revealed Data 2007-03-22 17.12.00..

Retrieve data from Skandia   Delete all data from Skandia

Category	Data	Purpose
Password	inga1221	Identification
Professions	Journalist	Marketing
Street	Lingonstigen 8	Marketing
Official family name	Vainstein	Identification
First name	Inga	Identification
Identifier	621221-6200	Identification

HCI for Policy Display & Informed Consent (Type 1 TETs) - **Problems:**

- Lengthy, hard understandable legal phrases
- Users click "I accept" too easily

HCI for Policy Display & Informed Consent

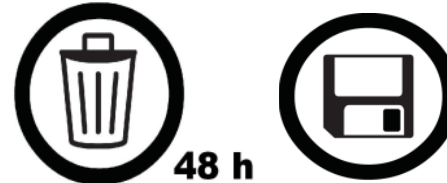## Recommendations:

- Multi-Layered Structured Policies (Art. 29 WP Recommendation)

- Complemented by Policy Icons, <u>Examples:</u>

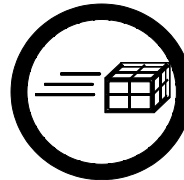 - PrimeLife Icons (ULD):

    - Types of data:

    - Processing steps:

    - Purposes:

  - Policy Matching Icons:

HCI for Policy Display & Informed Consent
Recommendations: (cont.)

- **HCI Constructs for enforcing informed consent**
  - Menu Choices
  - DaDAs
  - ...

Conclusions

- Further development of **usable** TETs needed
- Main HCI Challenges to be met:
    - Users have problems to differentiate user side and services sides
    - Privacy is a secondary task
    - Unfamiliar PET constructs
- Intercultural and interdisciplinary approaches needed

Questions ?

http://www.cs.kau.se/~simone/

http://www.primelife.eu/