

Transparency enhancing tools, HCI for policy display & informed consent



PrimeLife

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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

Google accounts

Dashboard



Account

Name: Joe Tester

Nickname: Joe

Email address: joetester324@gmail.com



Alerts

My alerts 1 active alert

Most recent: Google Dashboard at 4:53 AM



Con

Cont



Doc

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Share

Most

Open

Most

Amazon.com: Why is this recommended for you? - Windows Internet Explorer

http://www.amazon.com/gp/yourstore/rate-this-asin/ref=s9_app_gw_p14_yrec2?ie=UTF8&ASIN=06

amazon.com

Recommended for You

LOOK INSIDE! **Understanding Privacy** by Daniel J. Solove (Author) Our Price: \$17.05 Used & new from \$14.97

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Digital Privacy: Theory, Technologies, and Practices (Hardcover) by Alessandro Acquisti (Editor), et al.

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Done Internet



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)

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:

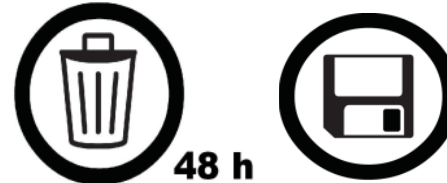
- Multi-Layered Structured Policies (Art. 29 WP Recommendation)
- Complemented by Policy Icons, Examples:

- PrimeLife Icons (ULD):

- Types of data:

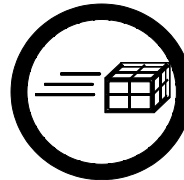


- Processing steps:



48 h

- Purposes:



- Policy Matching Icons:





HCI for Policy Display & Informed Consent

Recommendations: (cont.)

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

A screenshot of a web browser window. The address bar shows 'http://www.anon-payservice.se'. The main content area features a map with a blue path. On the left, a black silhouette of a house contains icons for a person, a house, an '@' symbol, a telephone, a red telephone, a Visa logo, a Mastercard logo, and a Euro symbol. On the right, there are icons for CDON.COM (a truck) and AnonPayService (a person with a speech bubble). Below the map, the text 'Anon PayService Sweden' is displayed. At the bottom right, there is a message: 'CDON.COM önskar 159 kr. Vår avgift är 10 kr. CDON.COM wants 159 kr. Our fee is 10 kr.' and 'Betala med kreditkort eller bankuttag'.



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/>