

Privacy – Questionnaire

General elements:

- 1) Website name _____
- 2) Privacy-Policy URL _____
- 3) Which company owns the website _____
- 4) Location of the company
 - ☐ Within an EU member state
 - ☐ Safe Harbor
 - ☐ External to the EU
- 5) Findability of the privacy policy : How difficult is it to get there
 - ☐ Trivial (Easy to see)
 - ☐ Easy (Have to look a bit)
 - ☐ Difficult (Some clicking around required)
 - ☐ Very difficult (extensive search necessary)
- 6) Findability: How many clicks necessary from homepage _____
- 7) Findability: How many clicks necessary from other pages _____
- 8) Date of last change (policy, not web page!) _____
- 9) Previous versions accessible ☐ Yes ☐ No
- 10) Accessible for browsing users or only during the checkout phase/after registration
 - ☐ Everyone (Browsing)
 - ☐ Members (Checkout, ...) only
- 11) Policy applies to other websites too ☐ Yes ☐ No
- 12) Is data collected explicitly (form) or implicitly (logging browsing, webbugs, ...)
 - ☐ Only explicit collection
 - ☐ Only implicit collection
 - ☐ Both kinds present
- 13) From whom is data collected?
 - ☐ Everyone
 - ☐ Members/Customers/...only
 - ☐ Nobody

Understandability:

- 14) Language _____
 - ☐ Only one language available
 - ☐ One other language
 - ☐ More than one other languages
- 15) Table of content for the policy present ☐ Yes ☐ No
- 16) Glossary/definitions of terms present (e.g. Cookies) ☐ Yes ☐ No

17) Wording, sentence length

- ☐ Uses simple words and short sentences
- ☐ Normal language
- ☐ Employs special words and uses complex sentences

18) Structure (paragraphs, subheadings)

- ☐ Absent, one long text
- ☐ Existing but unclear/not very helpful
- ☐ Existing and useful

19) Who is the intended reader

- ☐ Normal user
- ☐ Legal professional

20) Other elements on the same page

- ☐ No other elements
- ☐ Contact information
- ☐ Imprint
- ☐ Terms of use/Terms of business
- ☐ Other: _____

Technical elements:

21) Optical readability of the privacy policy: Colour ☐ Acceptable ☐ Difficult

22) Optical readability of the privacy policy: Font size ☐ Acceptable ☐ Difficult

23) Optical readability of the privacy policy: Other

- ☐ Good
- ☐ Average
- ☐ Difficult

Comment: _____

24) Optical length of the policy (screen pages in 1024x768) _____

25) Technical length of the policy (character count) _____

26) Highlighting used in the text (bold, italic, ...) ☐ Yes ☐ No

27) Webbugs, third-party-banners or Facebook/...-Button on privacy page
☐ Yes ☐ Not apparently ☐ No

Legal assessment:

28) Different versions for different jurisdictions

- ☐ No, only one
- ☐ Yes, based on EU and Non-EU
- ☐ Yes, based on nationality

29) Information on who is collecting the data (exact company information) is present

☐ Yes ☐ No

30) What data is collected (list of most important elements) _____

31) Is the collected data needed for the uses listed?

- ☐ No
- ☐ Yes, but it is excessive
- ☐ Yes, whether excessive or not is unclear
- ☐ Yes, the minimum necessary

32) What will they do with the data?

- ☐ Internal use only
- ☐ Provide/improve the service
- ☐ Aggregation/statistics
- ☐ Security issues (fraud, hacking, ...)
- ☐ Advertisements
- ☐ Selling
- ☐ Not specified

33) List of whom they will transmit the data to

- ☐ Nobody
- ☐ Related companies
- ☐ Third parties
- ☐ Courts and public administration
- ☐ Publication
- ☐ Not specified

34) Relation of policy to minors

- ☐ Not mentioned
- ☐ Consent of parents needed
- ☐ Minors are not allowed
- ☐ No collection of their data

35) Explicit guarantees present

☐ Yes

☐ No

36) Do any remediation procedures exist

☐ Yes

☐ No

37) Provisions on data security present (how they secure the data)

- ☐ Yes, security is claimed
- ☐ Yes, details how security is enhanced are present
- ☐ No

38) Where will data be stored

- ☐ With the user (Cookies)
- ☐ Within the EU
- ☐ Outside of the EU
- ☐ Unspecified

39) Changes of the content of the privacy policy

- ☐ Not handled
- ☐ Will be performed by changing the webpage
- ☐ Users will be explicitly notified somehow (e.g. E-Mail, upon next login)

40) When can the privacy policy be changed

- ☐ At any time
- ☐ Certain detailed conditions

- ☐ Very general or unclear conditions
- ☐ Never

41) Privacy seals present

- ☐ No
- ☐ One
- ☐ More than one

42) How do they define “personal data”

- ☐ No definition
- ☐ Restricted (direct personal data)
- ☐ Extensively (indirect personal data, aggregation of several databases)

43) Will data be deleted on request

- ☐ Yes
- ☐ Partially
- ☐ No
- ☐ Unspecified

44) Can data be accessed by the user

- ☐ Yes
- ☐ Partially
- ☐ No
- ☐ Unspecified

45) How long will data be retained ☐ Unspecified ☐ Time: _____

46) Conformance with EU privacy law ☐ No claim present ☐ Claims to be
And it is

- ☐ clearly in line
- ☐ unknown
- ☐ clearly contrary to it

Subjective assessment:

47) Would (did) you read this policy, apart from the course? ☐ Yes ☐ No

48) Did you understand the policy? ☐ Yes ☐ No

49) Do you see the content as acceptable? ☐ Yes ☐ No

50) Would you trust the provider, based on this policy? ☐ Yes ☐ No

51) My course of study or special interest is in

- ☐ Computer science
- ☐ Legal
- ☐ Both

52) Gender ☐ Female ☐ Male