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Analyzing privacy policies

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- This is a practice with a lot of student participation
 - You will have to work too 😊 !
- 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; 15 min.
- Building groups
 - » 10-12 groups of two persons in total
- Assessing one/two of the sites according to the survey
 - » 2 * 20 min. each
- Report of each group on one survey
 - » 2-4 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 Austrian/EU privacy law!
 - » It is probably one of the most strict privacy law existing
 - Germany is probably even stricter – at least MUCH more complex!
 - » But (when) does it apply to the websites in question?
 - Think critically: Who has which interests?
 - » Who has which "power", i.e. can determine the policy's content?
 - Bring in your own thoughts!



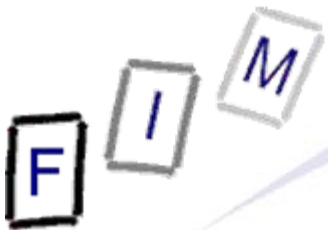
Introduction: Take up both positions

- "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?

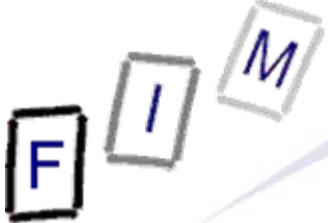
- "Website/Shop"

- 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" (subsidiaries, ...)?
- 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!
 - But: They explicitly target private persons within the EU
 - Result: Both privacy laws might apply!
- It is therefore very important in the Internet to take care of privacy yourself
 - The laws will protect you only sometimes; also: enforcement!
 - Example: Select providers accordingly
 - » Order by Amazon.uk and not by Amazon.com, ...



- Each group receives three URLs
 - Use a separate questionnaire for each
 - Each should take about 20 minutes (=60 min. in total)
 - » If you can't complete them now (probably), complete them at home (part of course report)
- A list with the URLs for each group is distributed separately on paper slips!
- Please fill in the questionnaire electronically
 - To be found:
 - » http://www.fim.uni-linz.ac.at/Lva/Spesz_Kap_Netzwerke_und_Sicherheit_IT_Recht_Computerforensik/
 - Two identical versions: MS Office, LibreOffice
 - (Re-)name each questionnaire to include the URL
 - Submission: Per E-Mail to sonntag@fim.uni-linz.ac.at
 - » Heading: “UE Forensik – Datenschutz”



- Shopping

- <http://www.amazon.co.uk/>
- <http://www.ryanair.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://www.digg.com/>
- <http://www.last.fm/>
- <http://www.flickr.com/>
- <http://www.facebook.com/>

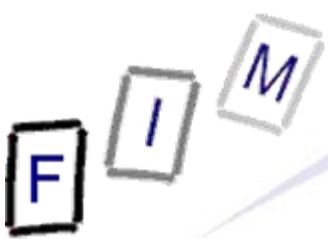
- E-Mail

- <http://www.gmail.com/>
- <http://www.live.com/>
- <http://www.gmx.com/>
- <http://mail.yahoo.com/>
- <http://www.inbox.com/>
- <http://mail.aol.com/>



Report and discussion

- Present the report on your first URL
 - Highlight special aspects regarding privacy:
 - » 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 Austria/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

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Questions?

Thank you for your attention!