

# Standardizing Privacy Notices:

An Online Study of the Nutrition Label Approach

*Patrick Gage Kelley, Lucian Cescia,  
Joanna Bresee, Lorrie Faith Cranor*

**Carnegie Mellon**



# Amazon.com Privacy Notice

Last updated: October 1, 2008. To see what has changed, [click here](#).

Amazon.com knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. **By visiting Amazon.com, you are accepting the practices described in this Privacy Notice.**

- [What Personal Information About Customers Does Amazon.com Gather?](#)
- [What About Cookies?](#)
- [Does Amazon.com Share the Information It Receives?](#)
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## What Personal Information About Customers Does Amazon.com Gather?

The information we learn from customers helps us personalize and continually improve your shopping experience at Amazon.com. Here are the types of information we gather.

- **Information You Give Us:** We receive and store any information you enter on our Web site or give us in any other way. [Click here](#) to see examples of what we collect. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our stores, and communicating with you.
- **Automatic Information:** We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses Amazon.com or advertisements and other content served by or on behalf of Amazon.com on other Web sites. [Click here](#) to see examples of the information we receive.
- **E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Amazon.com if your computer

• **E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Amazon.com if your computer supports such capabilities. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#).

• **Information from Other Sources:** We might receive information about you from other sources and add it to our account information. [Click here](#) to see examples of the information we receive.

### What About Cookies?

• Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and to provide features such as [1-Click](#) purchasing, [Recommend for You](#), personalized advertisements on other Web sites (e.g., Amazon Associates with content served by Amazon.com and Web sites using Checkout by Amazon payment service), and storage of items in your Shopping Cart between visits.

• The help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. However, because cookies allow you to take advantage of some of Amazon.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or use any Amazon.com products and services that require you to Sign In.

### Does Amazon.com Share the Information It Receives?

Information about our customers is an important part of our business, and we are not in the business of selling it to others. We share customer information only as described below and with subsidiaries Amazon.com, Inc. controls that either are subject to this Privacy Notice or follow practices at least as protective as those described in this Privacy Notice.

- **Affiliated Businesses We Do Not Control:** We work closely with affiliated businesses. In some cases, such as Marketplace sellers, these businesses operate stores at Amazon.com or sell offerings to you at Amazon.com. In other cases, we operate stores, provide services, or sell product lines jointly with these businesses. [Click here](#) for some examples of co-branded and joint offerings. You can tell when a third party is involved in your transactions, and we share customer information related to these transactions with that third party.
- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes.
- **Promotional Offers:** Sometimes we send offers to selected groups of Amazon.com customers on behalf of other businesses. When we do this, we do not give that business your name and address. If you do not want to receive such offers, please adjust your [Customer Communication Preferences](#).
- **Business Transfers:** As we continue to develop our business, we might sell or buy stores, subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that Amazon.com, Inc., or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.
- **Protection of Amazon.com and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our [Conditions of use](#) and other agreements; or protect the rights, property, or safety of Amazon.com, our users, or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction. Obviously, however, this does not include selling, renting, sharing, or otherwise disclosing personally identifiable information from customers for commercial purposes in violation of the commitments set forth in this Privacy Notice.
- **With Your Consent:** Other than as set out above, you will receive notice when information about you might go to third parties, and you will have an opportunity to choose not to share the information.

### How Secure Is Information About Me?

- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input.
- We reveal only the last five digits of your

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### How Secure Is Information About Me?

- We work to protect the security of your information during transmission by using Secure Sockets Layer (SSL) software, which encrypts information you input.
- We reveal only the last five digits of your credit card numbers when confirming an order. Of course, we transmit the entire credit card number to the appropriate credit card company during order processing.
- It is important for you to protect against unauthorized access to your password and to your computer. Be sure to sign off when finished using a shared computer. [Click here](#) for more information on how to sign off.

### What About Third-Party Advertisers and Links to Other Websites?

Our site includes third-party advertising and links to other Web sites. We do not provide any personally identifiable customer information to these advertisers or third-party Web sites. [Click here](#) for more information about our Advertising Policies and Specifications.

These third-party Web sites and advertisers, or Internet advertising companies working on their behalf, sometimes use technology to send (or "serve") the advertisements that appear on our Web site directly to your browser. They automatically receive your IP address when this happens. They may also use cookies, JavaScript, web beacons (also known as action tags or single-pixel gifs), and other technologies to measure the effectiveness of their ads and to personalize advertising content. We do not have access to or control over cookies or other features that they may use, and the information practices of these advertisers and third-party Web sites are not covered by this Privacy Notice. Please contact them directly for more information about their privacy practices. In addition, the [Network Advertising Initiative](#) offers useful information about Internet advertising companies (also called "ad networks" or "network advertisers"), including information about how to opt-out of their information collection.

Amazon.com also displays personalized third-party advertising based on personal information about customers, such as purchases on Amazon.com, visits to Amazon Associate Web sites, or use of payment services like Checkout by Amazon on other Web sites. [Click here](#) for more information about the personal information that we gather. Although Amazon.com does not provide any personal information to advertisers, advertisers (including ad serving companies) may assume that users who interact with or click on a personalized advertisement meet their criteria to personalize the ad (for example, users in the northwestern United States who bought or browsed for classical music). If you do not want us to use personal information that we gather to allow third parties to personalize advertisements we display to you, please adjust your [Advertising Preferences](#).

### Which Information Can I Access?

Amazon.com gives you access to a broad range of information about your account and your interactions with Amazon.com for the limited purpose of viewing and, in certain cases, updating that information. [Click here](#) to see some examples, the list of which will change as our Web site evolves.

### What Choices Do I Have?

- As discussed above, you can always choose not to provide information, even though it might be needed to make a purchase or to take advantage of such Amazon.com features as [Your Profile](#), [Web Sites](#), [Customer Reviews](#), and [Amazon Finds](#).
- You can add or update certain information on pages such as those referenced in the ["Which Information Can I Access?"](#) section. When you update information, we usually keep a copy of the prior version for our records.
- If you do not want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#). (If you do not want to receive [Conditions of Use](#) and other legal notices from us, such as this Privacy Notice, those notices will still govern your use of Amazon.com, and it is your responsibility to review them for changes.)
- If you do not want us to use personal information that we gather to allow third parties to personalize advertisements we display to you, please adjust your [Advertising Preferences](#).
- The help portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. However, because cookies allow you to take advantage of some of Amazon.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject

### Are Children Allowed to Use Amazon.com?

Amazon.com does not sell products for purchase by children. We sell children's products for purchase by adults. If you are under 18, you may use Amazon.com only with the involvement of a parent or guardian.

### Does Amazon.com Participate in the Safe Harbor Program?

Amazon.com is a participant in the Safe Harbor program developed by the U.S. Department of Commerce and the European Union. We have certified that we adhere to the Safe Harbor Privacy Principles agreed upon by the U.S. and the E.U. For more information about the Safe Harbor and to view our certification, visit the [U.S. Department of Commerce's Safe Harbor](#) Web site. If you would like to contact Amazon.com directly about the Safe Harbor program, please send an e-mail to [safeharbor@amazon.com](mailto:safeharbor@amazon.com).

### Conditions of Use, Notices, and Revisions

If you choose to visit Amazon.com, your visit and any dispute over privacy is subject to this notice and our [Conditions of Use](#), including limitations on damages, resolution of disputes, and application of the law of the state of Washington. If you have any concern about privacy at Amazon.com, please [contact us](#) with a thorough description, and we will try to resolve it. Our business changes constantly, and our Privacy Notice and the [Conditions of Use](#) will change also. We may e-mail periodic reminders of our notices and conditions, unless you have instructed us not to, but you should check our Web site frequently to see recent changes. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.

### Related Practices and Information

- [Conditions of Use](#)
- [Discussion Boards](#)
- [Community Rules](#)
- [Help](#)
- [Your Recent Purchases](#)
- [Your Profile and Community Guidelines](#)

### Examples of Information Collected

#### Information You Give Us

You provide most such information when you search, buy, bid, post, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you search for a product; place an order through Amazon.com or one of our third-party sellers; provide information in [Your Account](#) (and you might have more than one if you have used more than one e-mail address when shopping with us) or [Your Profile](#); communicate with us by phone, e-mail, or otherwise; complete a questionnaire or a contest entry form; complete [Gift Lists](#) or other gift registries; provide employer information when opening a corporate account; participate in [Discussion Boards](#) or other community features; provide and rate [Reviews](#); specify a [Special Occasion Account](#); share information with [Amazon Friends](#); and employ other Personal Notification Services, such as [Available to Order Notifications](#). As a result of these actions, you might supply us with such information as your name, address, and phone numbers; credit card information; people to whom purchases have been shipped, including addresses and phone number; people (with addresses and phone number) listed in [1-Click](#) settings; e-mail addresses of [Amazon Friends](#) and other people; content of reviews and e-mails to us; personal description and photograph in [Your Profile](#); and financial information, including Social Security and driver's license numbers.

#### Automatic Information

Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login e-mail address; password; computer and connection information such as browser type, version, and time zone setting; browser plug-in types and versions; operating system, and platform; purchase history, which we sometimes aggregate with similar information from other customers to create features such as [Purchase Credits](#) and [Top Sellers](#); the Full Uniform Resource Locator (URL) clickstream to, through, and from our Web site, including date and time; cookie number; products you viewed or searched for; and the phone number you used to call our 800 number. We may also use browser data such as cookies, Flash cookies (also known as Flash Local Shared Objects), or similar data on certain parts of our Web site for fraud prevention and other purposes. During some visits we may use software tools such as JavaScript to measure and collect session information, including page respon-

# Privacy Policies

- Inform consumers about privacy practices
  - Consumers can decide whether practices are acceptable, when to opt-out
- Most policies require college-level skills to understand, long, change without notice
  - Few people read privacy policies
- **Existing privacy policies are not an effective way to inform consumers or give them privacy controls**

# Privacy Policies Format Study

- Participants answered reading-comprehension and opinion questions about privacy policies in various formats
- Accurate answers to questions where they could find the answer by **scanning** or **key-words**
  - Does Acme use cookies? (98%)
- People had trouble with more **reading comprehension**
  - Does this policy allow Acme to put you on an email marketing list? (71%)
  - Does this policy allow Acme to share your email address with a marketing company that might put you on their email marketing list? (52%)
- Even well-written policies are not well-liked and difficult to use
- Layered notices didn't appear to help much

**Can more intentionally designed,  
standardized privacy policy  
formats benefit consumers?**

# Can more intentionally designed, standardized privacy policy formats benefit consumers?

- *Ease of understanding*
- *Speed of information-finding*
- *Ability to make comparisons*
- *Consumer opinion*

# Full Policy Text

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- **Automatic Information:** We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses Amazon.com or advertisements and other content served by or on behalf of Amazon.com on other Web sites. [Click here](#) to see examples of the information we receive.

...or give us in any other way. [Click here](#) to see examples of what we collect. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our stores, and communicating with you.

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- **E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Amazon.com if your computer supports such capabilities. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#).
- **Information from Other Sources:** We might receive information about you from other sources and add it to our account information. [Click here](#) to see examples of the information we receive.

### What About Cookies?

- Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your Web browser to enable our systems to recognize your browser and to provide features such as [1-Click](#) purchasing, [Recommendations for You](#), personalized advertisements on other Web sites (e.g., Amazon Associates with content served by Amazon.com and Web sites using Checkout by Amazon payment service), and storage of items in your Shopping Cart between visits.
- The **Help** portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. However, because cookies allow you to take advantage of some of Amazon.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or use any Amazon.com products and services that require you to Sign In.

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- **Third-Party Service Providers:** We employ other companies and individuals to perform functions on our behalf. Examples include fulfilling orders, delivering packages, sending postal mail and e-mail, removing repetitive information from customer lists, analyzing data, providing marketing assistance, providing search results and links (including paid listings and links), processing credit card payments, and providing customer service. They have access to personal information needed to perform their functions, but may not use it for other purposes.
- **Professional Offers:** Sometimes we send offers to selected groups of Amazon.com customers on behalf of other businesses. When we do this, we do not give that business your name and address. If you do not want to receive such offers, please adjust your [Customer Communication Preferences](#).

- **Business Transfers:** As we continue to develop our business, we might sell or buy stores, subsidiaries, or business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that Amazon.com, Inc., or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.

- **Protection of Amazon.com and Others:** We release account and other personal information when we believe release is appropriate to comply with the law, enforce or apply our [Conditions of Use](#) and other agreements, or protect the rights, property, or safety of Amazon.com, our users, or others. This includes exchanging information with other companies and organizations for

...to you, please adjust your [Preferences](#).

- The **Help** portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. However, because cookies allow you to take advantage of some of Amazon.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or use any Amazon.com products and services that require you to Sign In.

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These third-party Web sites and advertisers, or Internet advertising companies working on their behalf, sometimes use technology to send (or "serve") the advertisements that appear on our Web site directly to your browser. They automatically receive your IP address when this happens. They may also use cookies, JavaScript, web beacons (also known as action tags or single-pixel gifs), and other technologies to measure the effectiveness of their ads and to personalize advertising content. We do not have access to or control over cookies or other features that they may use, and the information practices of these advertisers and third-party Web sites are not covered by this Privacy Notice. Please contact them directly for more information about their privacy practices. In addition, the [Interest Advertising Initiative](#) offers useful information about Internet advertising companies (also called "ad networks" or "network advertisers"), including information about how to opt-out of their information collection.

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- You can add or update certain information on pages such as those referenced in the ["Which Information Can I Access?"](#) section. When you update information, we usually keep a copy of the prior version for our records.
- If you do not want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#). (If you do not want to receive [Conditions of Use](#) and other legal notices from us, such as this Privacy Notice, those notices will still govern your use of Amazon.com, and it is your responsibility

...to you, please adjust your [Preferences](#).

- The **Help** portion of the toolbar on most browsers will tell you how to prevent your browser from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Additionally, you can disable or delete similar data used by browser add-ons, such as Flash cookies, by changing the add-on's settings or visiting the Web site of its manufacturer. However, because cookies allow you to take advantage of some of Amazon.com's essential features, we recommend that you leave them turned on. For instance, if you block or otherwise reject our cookies, you will not be able to add items to your Shopping Cart, proceed to Checkout, or use any Amazon.com products and services that require you to Sign In.

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### Conditions of Use, Notices, and Revisions

If you choose to visit Amazon.com, your visit and any dispute over privacy is subject to this Notice and our [Conditions of Use](#), including limitations on damages, resolution of disputes, and application of the law of the state of Washington. If you have any concern about privacy at Amazon.com, please [contact us](#) with a thorough description, and we will try to resolve it. Our business changes constantly, and our Privacy Notice and the [Conditions of Use](#) will change also. We may e-mail periodic reminders of our notices and conditions, unless you have instructed us not to, but you should check our Web site frequently to see recent changes. Unless stated otherwise, our current Privacy Notice applies to all information that we have about you and your account. We stand behind the promises we make, however, and will never materially change our policies and practices to make them less protective of customer information collected in the past without the consent of affected customers.

### Related Practices and Information

- [Conditions of Use](#)
- [Discussion Boards](#)
- [Community Rules](#)
- [Help](#)
- [Your Account](#)
- [Your Profile](#)
- [Your Recent Purchases](#)
- [Your Profile and Community Guidelines](#)

### Examples of Information Collected

#### Information You Give Us

You provide most such information when you search, buy, bid, post, participate in a contest or questionnaire, or communicate with customer service. For example, you provide information when you search for a product, place an order through Amazon.com or one of our third-party sellers, provide information in [Your Account](#) (and you might have more than one if you have used more than one e-mail address when shopping with us) or [Your Profile](#); communicate with us by phone, e-mail, or otherwise; complete a questionnaire or a contest entry form; complete [1-Click](#) or other gift registries; provide employer information when opening a corporate account; participate in [Discussion Boards](#) or other community features; provide and rate [Reviews](#); specify a [Social Occasion Network](#); share information with [Amazon Friends](#); and employ other Personal Notification Services, such as [Available to Order Notifications](#). As a result of these actions, you might supply us with such information as your name, address, and phone numbers; credit card information; people to whom purchases have been shipped, including addresses and phone numbers; people (with addresses and phone numbers) listed in [1-Click](#) settings; e-mail addresses of [Amazon Friends](#) and other people; content of reviews and e-mails to us; personal description and photograph in [Your Profile](#); and financial information, including Social Security and driver's license numbers.

#### Automatic Information

Examples of the information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; login; e-mail address; password; computer and connection information such as browser type, version, and

# Layered Policy

## Acme Privacy Notice Highlights

(last updated May 2008)



### Scope

This notice provides highlights of the full [Acme Online Privacy Statement](#). This notice and the full privacy statement apply to those Acme Web sites and services that display or link to this notice.

### Personal Information

- When you register for certain Acme services, we will ask you to provide personal information.
- The information we collect may be combined with information obtained from other Acme services and other companies.
- We use cookies and other technologies to keep track of your interactions with our sites and services to offer a personalized experience.

### Your Choices

- You can stop the delivery of promotional e-mail from a Acme site or service by following the instructions in the e-mail you receive.
- To make proactive choices about how we communicate with you by e-mail, telephone, and postal mail, follow the instructions listed in the [Communication Preferences](#) of the full privacy statement.
- To opt-out of the display of personalized advertisements, go to the [Display of Advertising](#) section of the full privacy statement.
- To view and edit your personal information, go to the [access section](#) of the full privacy statement.

### Uses of Information

- We use the information we collect to provide the services you request. Our services may include the display of personalized content and advertising.
- We use your information to inform you of other products or services offered by Acme and its affiliates, and to send you relevant survey invitations related to Acme services.
- We do not sell, rent, or lease our customer lists to third parties. In order to help provide our services, we occasionally provide information to other companies that work on our behalf.

### Important Information

- The full [Acme Online Privacy Statement](#) contains links to supplementary information about specific Acme sites or services.
- The sign in credentials (e-mail address and password) used to sign in to most Acme sites and services are part of the [Acme Networks](#).
- For more information on how to help protect your personal computer, your personal information and your family online, visit our [online safety resources](#).
- Acme is a member of the [TRUSTe](#) privacy seal program.

### How to Contact Us

For more information about our privacy practices, go to the full [Acme Online Privacy Statement](#). Or write us using our [Web form](#). If you have a technical or general support question, please visit <http://support.Acme.com> to learn more about Acme Support offerings.

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# 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

**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.



The more stars the more water efficient

**WATER RATING**

A joint government and industry program  
xxxxx (class washers Model xxxx  
Load capacity X kg

Water Consumption

**54**

Litres per wash  
using xxxxx program

When used in accordance with Standard AS/NZS 4842

For more information and to compare appliances, refer to:  
[www.waterrating.gov.au](http://www.waterrating.gov.au)

## Drug Facts

Active ingredient (in each tablet)	Purpose
Chlorpheniramine maleate 4 mg.....	Antihistamine

**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

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-W  
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 \$24¢ per kWh for electricity. Your actual operating cost will vary depending on your local utility rates and your use of the product.

Reported. Amount of the total sales price you pay is a matter of Federal tax (40 U.S.C. 1090).

## Energy

Manufacturer Model

More efficient

A  
B  
C  
D  
E  
F  
G

Less efficient

Energy consumption

**1.75**

Washing machine

**B**

# Iterative Design Approach

## 5 focus groups

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

## Laboratory Study

- 24 participants
- within subjects design to compare label and text policies
- 8 tasks, measured time and accuracy
- 6 opinion questions

# Design Evolution

Design Evolution 

## Final Proposed Design

Nutrition Facts	
Serving Size 1 Cup (240g)	
Amount Per Serving	
	% Daily Value*
Total Fat 10g	20%
Saturated Fat 7g	14%
Trans Fat 1g	2%
Cholesterol 30mg	6%
Sodium 40mg	8%
Total Carbohydrate 27g	54%
Dietary Fiber 1g	2%
Sugars 1g	2%
Protein 5g	10%
Vitamin A	10%
Vitamin C	20%
Calcium	20%
Iron	10%

Patrick Gage Kelley, Joanna Bresee, Lorrie Faith Cranor, and Robert W. Reeder. A "Nutrition Label" for Privacy. SOUPS 2009.

# Standardized Label

<b>Acme</b>						
information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt out	opt out			
cookies						
demographic information		opt out	opt out			
financial information						
health information						
preferences		opt out	opt out			
purchasing information		opt out	opt out			
social security number & gov't ID						
your activity on this site		opt out	opt out			
your location						

<p><b>Access to your information</b> This site gives you access to your contact data and some of its other data identified with you</p> <p><b>How to resolve privacy-related disputes with this site</b> Please email our customer service department</p>	<p>acme.com 5000 Forbes Avenue Pittsburgh, PA 15213 United States Phone: 800-555-5555 help@acme.com</p>
---	---

Removes wiggle room and complicated terminology by using four standard symbols

# Acme

## information we collect

## ways we use your information

## information sharing

	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt out	opt out		opt out	opt in
cookies		opt out	opt out			
demographic information		opt out	opt out			
financial information						
health information		opt out	opt out			

## Acme

information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt out	opt out		opt out	opt in
cookies		opt out	opt out			
demographic information		opt out	opt out			
financial information						
health information		opt out	opt out			
preferences		opt out	opt out			opt in
purchasing information		opt out	opt out			opt in
social security number & gov't ID						
your activity on this site		opt out	opt out			
your location						

## Bell Group

information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt in			opt out	
cookies						
demographic information		opt in			opt out	
financial information						
health information						
preferences		opt in			opt out	
purchasing information		opt in			opt out	
social security number & gov't ID						
your activity on this site		opt in			opt out	
your location						

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

# Acme

information we collect	ways we use your info	
	provide service and maintain site	marketing
contact information		opt out
cookies		opt out
demographic information		opt out
financial information		
health information		opt out
preferences		opt out
purchasing information		opt out
social security number & gov't ID		
your activity on this site		opt out
your location		

# Bell Group

information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt in			opt out	
cookies						
demographic information		opt in			opt out	
financial information						
health information						
preferences						
purchasing information						
social security number & gov't ID						
your activity on this site		opt in			opt out	
your location						

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

# Standardized Short Label

<b>Acme</b>						
information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt out	opt out			
cookies						
demographic information		opt out	opt out			
preferences		opt out	opt out			
purchasing information		opt out	opt out			
your activity on this site		opt out	opt out			

**Information not collected or used by this site:** social security number & government ID, financial, health, location.

<p><b>Access to your information</b> This site gives you access to your contact data and some of its other data identified with you</p> <p><b>How to resolve privacy-related disputes with this site</b> Please email our customer service department</p>	<p>acme.com 5000 Forbes Avenue Pittsburgh, PA 15213 United States Phone: 800-555-5555 help@acme.com</p>
---	---

# Labels Compared

## Acme

information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt out	opt out			
cookies						
demographic information		opt out	opt out			
financial information						
health information						
preferences		opt out	opt out			
purchasing information		opt out	opt out			
social security number & govt ID						
your activity on this site		opt out	opt out			
your location						

**Access to your information**  
This site gives you access to your contact data and some of its other data identified with you

**How to resolve privacy-related disputes with this site**  
Please email our customer service department

acme.com  
5000 Forbes Avenue  
Pittsburgh, PA 15213 United States  
Phone: 800-555-5555  
help@acme.com

## Acme

information we collect	ways we use your information				information sharing	
	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt out	opt out			
cookies						
demographic information		opt out	opt out			
preferences		opt out	opt out			
purchasing information		opt out	opt out			
your activity on this site		opt out	opt out			

**Information not collected or used by this site:** social security number & government ID, financial, health, location.

**Access to your information**  
This site gives you access to your contact data and some of its other data identified with you

**How to resolve privacy-related disputes with this site**  
Please email our customer service department

acme.com  
5000 Forbes Avenue  
Pittsburgh, PA 15213 United States  
Phone: 800-555-5555  
help@acme.com

# Short Standardized Text

## Acme

Acme will collect your contact information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will share this information with other companies unless you opt out. They will share this information on public forums if you opt in.

Acme will collect your activity on this site, demographic information, your health information, and cookie information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will not share this information.

Acme will collect your preferences and your purchase information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will share this information on public forums if you opt in.

**Information not collected or used by this site:**  
financial, SSN or government ID, and location.

**Access to your information**

This site gives you access to your contact data and some of its other data identified with you

**How to resolve privacy-related disputes with this site**

Please email our customer service department

acme.com

5000 Forbes Avenue  
Pittsburgh, PA 15213 United States

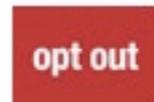
Phone: 800-555-5555

help@acme.com

# Legend & Definitions



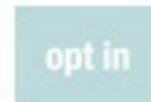
we **will** collect and use your information in this way



by default, we **will** collect and use your information in this way unless you tell us not to by opting out



we **will not** collect and use your information in this way



by default, we **will not** collect and use your information in this way unless you allow us to by opting in

---

## Definitions

### **contact information**

Contact information may include name, address, phone number, email address, or other online or physical contact information.

### **cookies**

Cookies or mechanisms that perform similar functions. A cookie is a small text file that a website can place on your computer's hard drive to collect information about your activities on the site or to allow the site to remember information about you and your activities.

### **demographic information**

Demographic information may include social and economic categories that apply to you, such as your gender, age, income, or where you are from.

### **financial information**

Financial information may include your accounts, balances, and transactions.

### **provide service and maintain site**

Collecting information to provide the service you requested, to customize the site for your current visit, to perform web site and system maintenance, or to enhance, evaluate, or otherwise review the site, but without connecting any information to you.

### **public forums**

A public area, such as a bulletin board, chat room, or directory.

### **purchasing information**

Information about your purchases may include the payment methods you used.

### **social security number & govt ID**

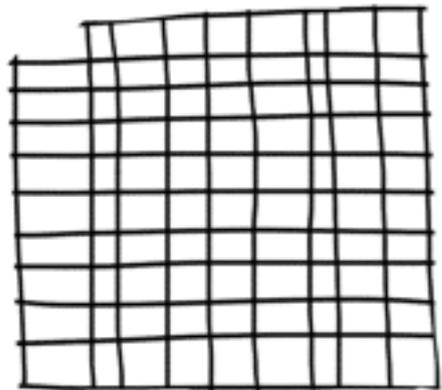
Includes government-issued identifiers such as your social security number.

### **telemarketing**

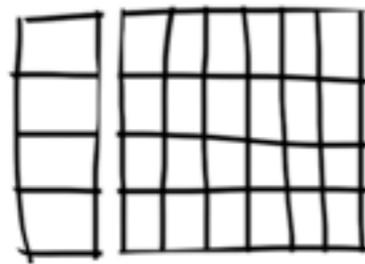
Contacting you by telephone to market services or

# Five Formats Compared

Std.  
Table



Std.  
Short Table



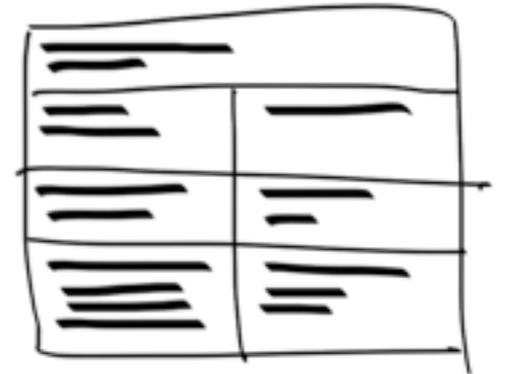
Std.  
Short Text



Full  
Policy Text

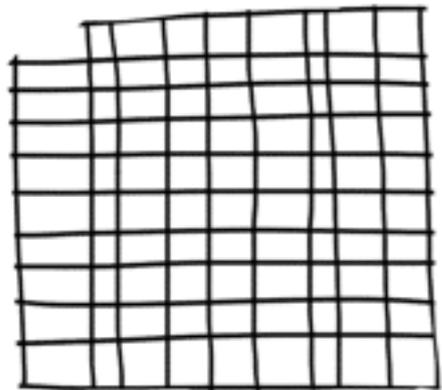


Layered  
Text



# Five Formats Compared

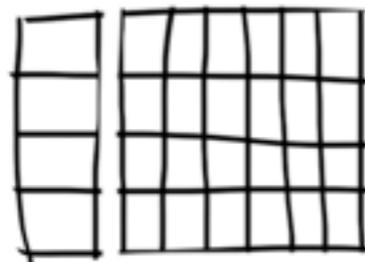
Std.  
Table



**table**

**standardized**

Std.  
Short Table



**table**

**standardized**

Std.  
Short Text



**text**

**standardized**

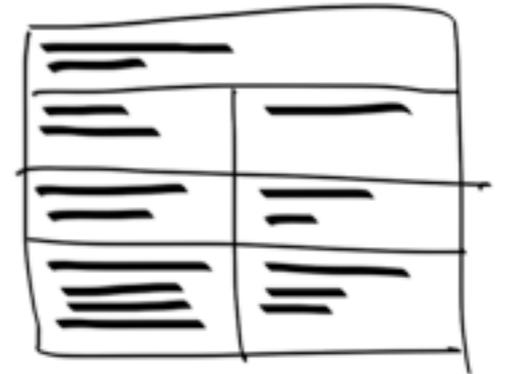
Full  
Policy Text



**text**

**real-world**

Layered  
Text



**table**  
**(with text)**

**real-world**

# User Testing

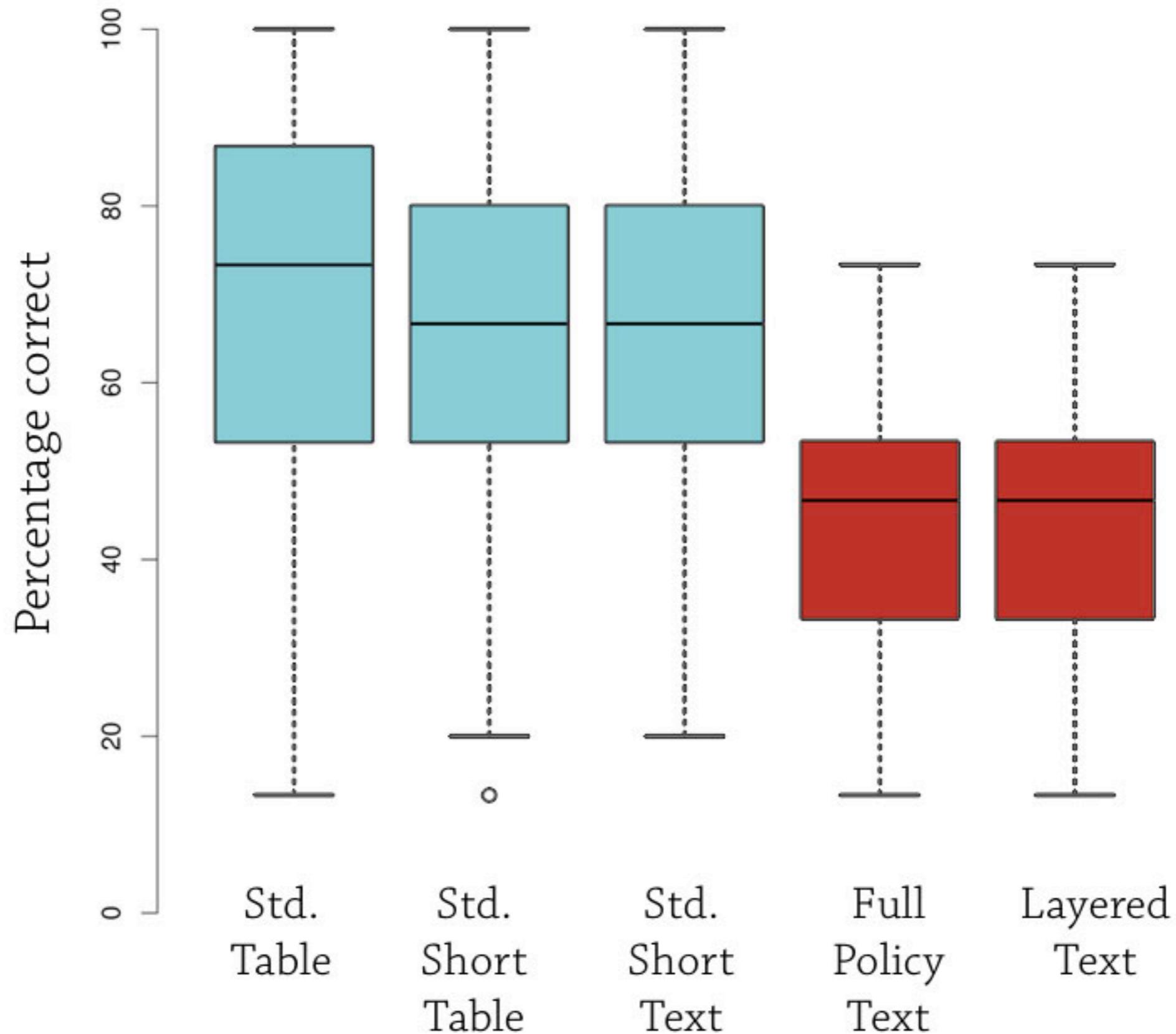
## **Amazon's Mechanical Turk**

- 764 participants
- between subjects design
- average time to complete ~15 minutes

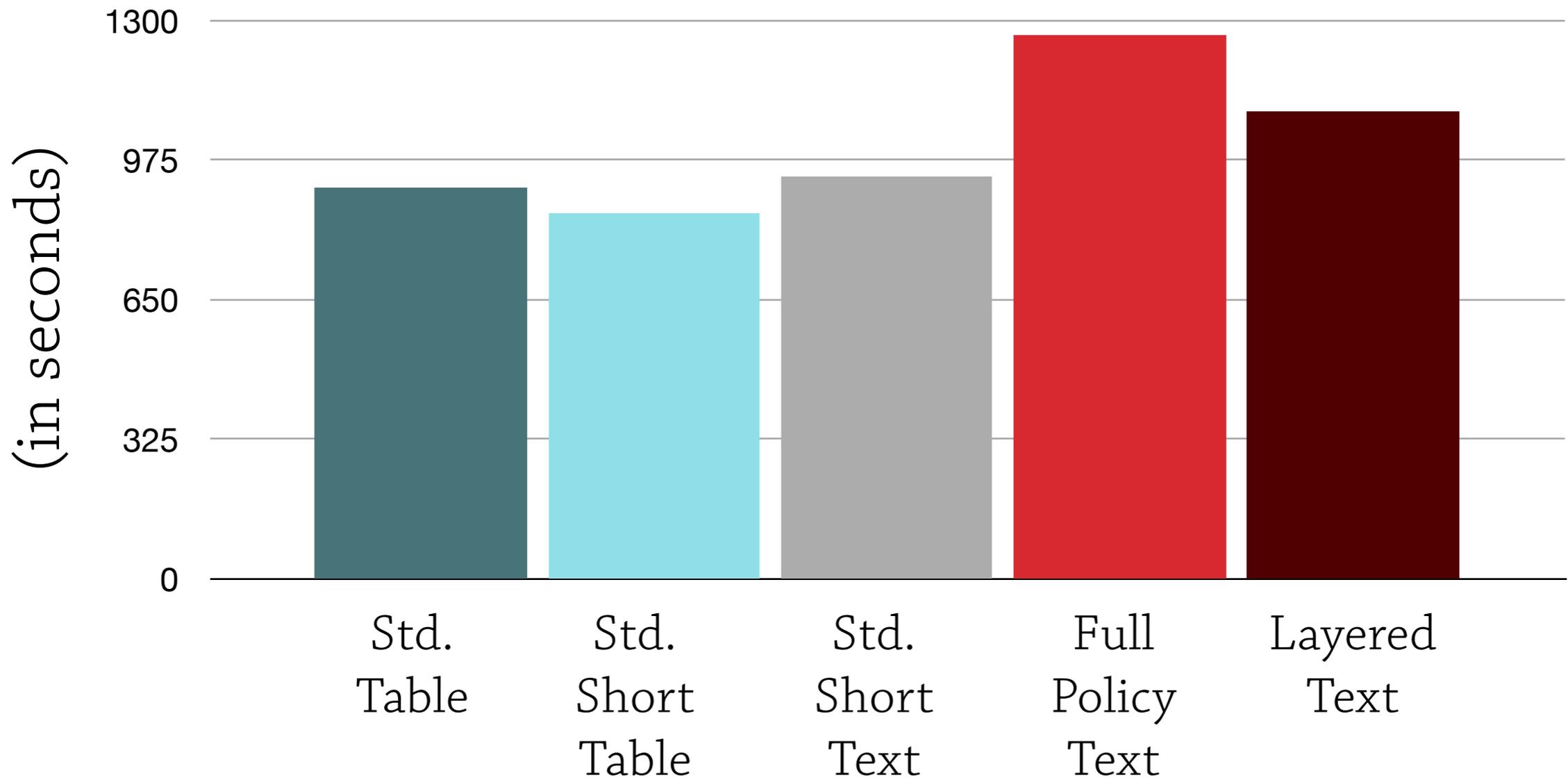
# Study Questions

- Demographics
- Internet and Privacy
- Simple Tasks
  - Can be answered from single row or column
- Complex Tasks
  - Interaction between rows and columns
- Single Policy Likeability
- Comparison Tasks
- Policy Comparison Likeability

# Overall Accuracy Results

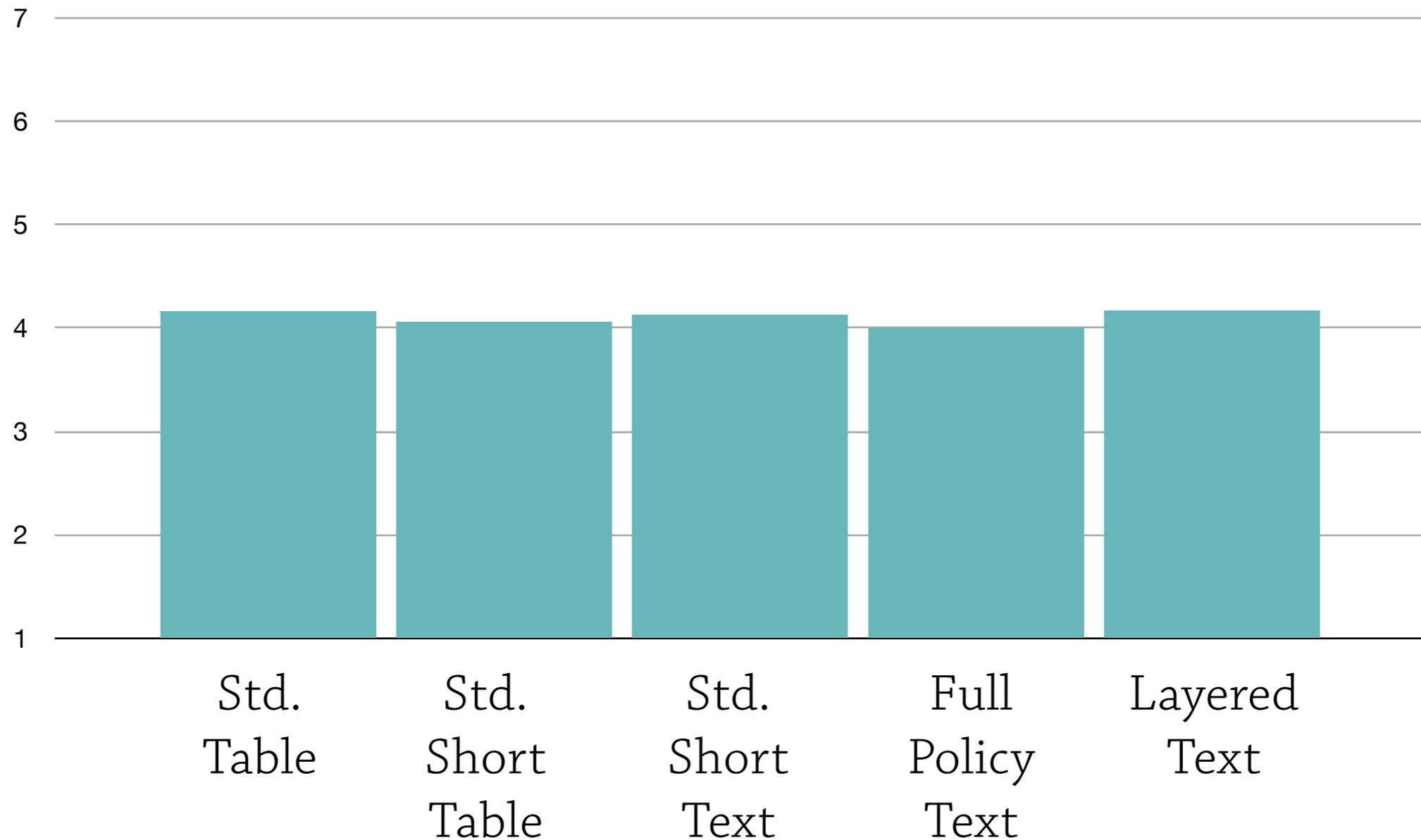


# Timing Results



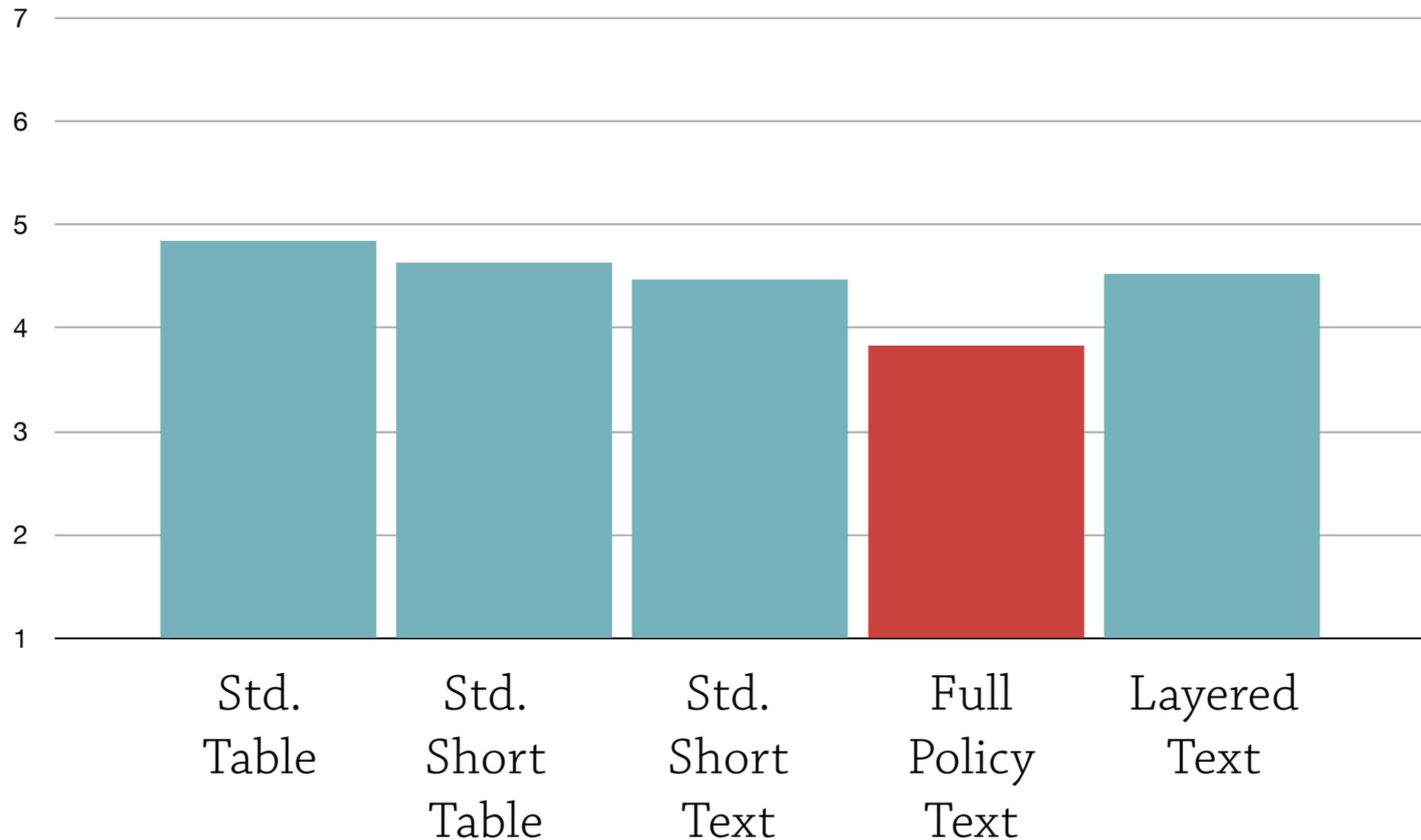
# Enjoyability - Single Policy

(1-7 Likert Scale, 7 is best)



# Enjoyability - Comparisons

(1-7 Likert Scale, 7 is best)



# Participant Comments

- The full policy text described as:
  - “torture to read and understand”
  - likened them to “Japanese Stereo Instructions”
- The standardized-format were more complimentary:
  - “This layout for privacy policies is MUCH more consumer friendly. I hope this becomes the industry standard”

# Standardized formats outperformed text and layered formats

Benefits of standardized approach:

- Structured information presentation
- Clear labeling of information that is not used or collected
- Standardized terminology to minimize length and increase the clarity of the text
- Definitions of standardized terms

Please keep in mind that any opt-out choices you make will not apply in situations where (a) you either have made, simultaneously make, or later make a specific request for information from a member of The Bell Group, (b) The Bell Group uses your personal information for either “Operational Uses” or “Fulfillment Uses” (as described above in A3), (c) you either have engaged, simultaneously engage, or later engage in either Non-Registered Transactions or Sponsored Activities (as described above in A3), or (d) The Bell Group shares your personal information under the provisions of A3 above with respect to “Companies That Facilitate Communications and Transactions With You,” “Companies That You Previously Authorized to Obtain Your Information,” “Purchase or Sale of Businesses,” or “Disclosures to Comply with Laws and Disclosures to Help Protect the Security and Safety of Our

# Minor differences between standardized formats

Standardized table presents holistic view of policy

Short table takes up less space but sometimes makes comparison tasks and tasks about data not collected more difficult

Text doesn't scale well for complex policies, people more likely to miss text in the middle of paragraphs

# Acme

## information we collect

### ways we use your info

	provide service and maintain site	marketing
contact information		opt out
cookies		opt out
demographic information		opt out
health information		opt out
preferences		opt out
purchasing information		opt out
your activity on this site		opt out

# Bell Group

## information we collect

### ways we use your information

	provide service and maintain site	marketing	telemarketing	profiling	other companies	public forums
contact information		opt in			opt out	
cookies						
demographic information		opt in			opt out	
preferences		opt in			opt out	
purchasing information		opt in			opt out	
your activity on this site		opt in			opt out	

opt out	opt out				
---------	---------	--	--	--	--

# Acme

Acme will collect your contact information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will share this information with other companies unless you opt out. They will share this information on public forums if you opt in.

Acme will collect your activity on this site, demographic information, your health information, and cookie information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will not share this information.

Acme will collect your preferences and your purchase information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will share this information on public forums if you opt in.

**Information not collected or used by this site:**  
financial, SSN or government ID, and location.

# Acme

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Acme will collect your activity on this site, demographic information, your health information, and **cookie** information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will not share this information.

Acme will collect your preferences and your purchase information. They will use this information for providing you service and maintaining the site and profiling. They will also use this information for marketing and telemarketing unless you opt out. They will share this information on public forums if you opt in.

**Information not collected or used by this site:**  
financial, SSN or government ID, and location.

# Layered policy did not perform well

Layered performed similarly to full policy

Some information was not in layered policy yet few people clicked through to full policy to look for it

Layered not standardized enough – many differences between companies

## Personal Information

- When you register for certain Acme services, we will ask you to provide personal information.
- The information we collect may be combined with information obtained from other Acme services and other companies.
- We use cookies and other technologies to keep track of your interactions with our sites and services to offer a personalized experience.

- When you register for certain Acme services, we will ask you

- to
- T
- in
- co
- W
- in
- ex

### Collection of Your Personal Information

At some Acme sites, we ask you to provide personal information, such as your e-mail address, name, home or office address, or telephone number. We may also collect demographic information, such as your ZIP code, age, gender, preferences, interests and favorites. If you choose to make a purchase or sign up for a paid subscription service, we may ask for additional information, such as your credit card number and billing address, which is used to create a Acme account.

In order to access some Acme services, you will be asked to sign in with an e-mail address and password, which we refer to as your Acme ID or Acme credentials. You can use the same credentials to sign in to many different Acme sites and services, as well as those of select Acme partners. By signing in on one Acme site or service, you may be automatically signed into other Acme sites and services. If you access our services via a mobile phone, you may use your telephone number and a PIN as an alternative credential to your username and password. As part of creating your credentials, you may also be requested to provide questions and secret answers, which we use to help verify your identity and assist in resetting your password, as well as an alternate e-mail address. Some services may require additional security, and in these cases, you may be asked to create an additional security key. Finally, a unique ID number is assigned to your credentials which will be used to identify your credentials and associated information.

We may collect information about your interaction with Acme sites and services. For example, we may use web analytics tools on our site to retrieve information from your browser, including the site you came from, the search engine(s) and the keywords you used to find our site, the pages you view within our site, your browser add-ons, your browser's width and height. We may also use technologies, such as cookies and web beacons (described below), to collect information about the pages you view, the links you click and other actions you take on our sites and services. Additionally, we collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times and referring Web site addresses. We also deliver advertising on our sites (see the Display of Advertising section below) and provide Web site analytics tools on non-Acme sites and services. In some cases, we may collect information about page views on these third party sites as well.

**Can more intentionally designed, standardized privacy policy formats benefit consumers? **Yes.****

- *Ease of understanding*
- *Speed of information-finding*
- *Ability to make comparisons*
- *Consumer opinion*

# Ongoing Work

- Integration into <http://privacyfinder.org/>
- Make the label interactive
- Real-world field studies
- Test with a major search engine?

# Try it yourself

- <http://privacyfinder.org>
- <http://cups.cs.cmu.edu/privacylabel>



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

# *Patrick Gage Kelley*

[patrickgage.com](http://patrickgage.com)

[me@patrickgage.com](mailto:me@patrickgage.com)

[twitter.com/patrickgage](https://twitter.com/patrickgage)

*with* Lucian Cesca, Joanna Bresee,  
*and* Lorrie Faith Cranor

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