

The Usable Privacy Policy Project

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<https://www.usableprivacy.org/>



Norman Sadeh (Lead PI)

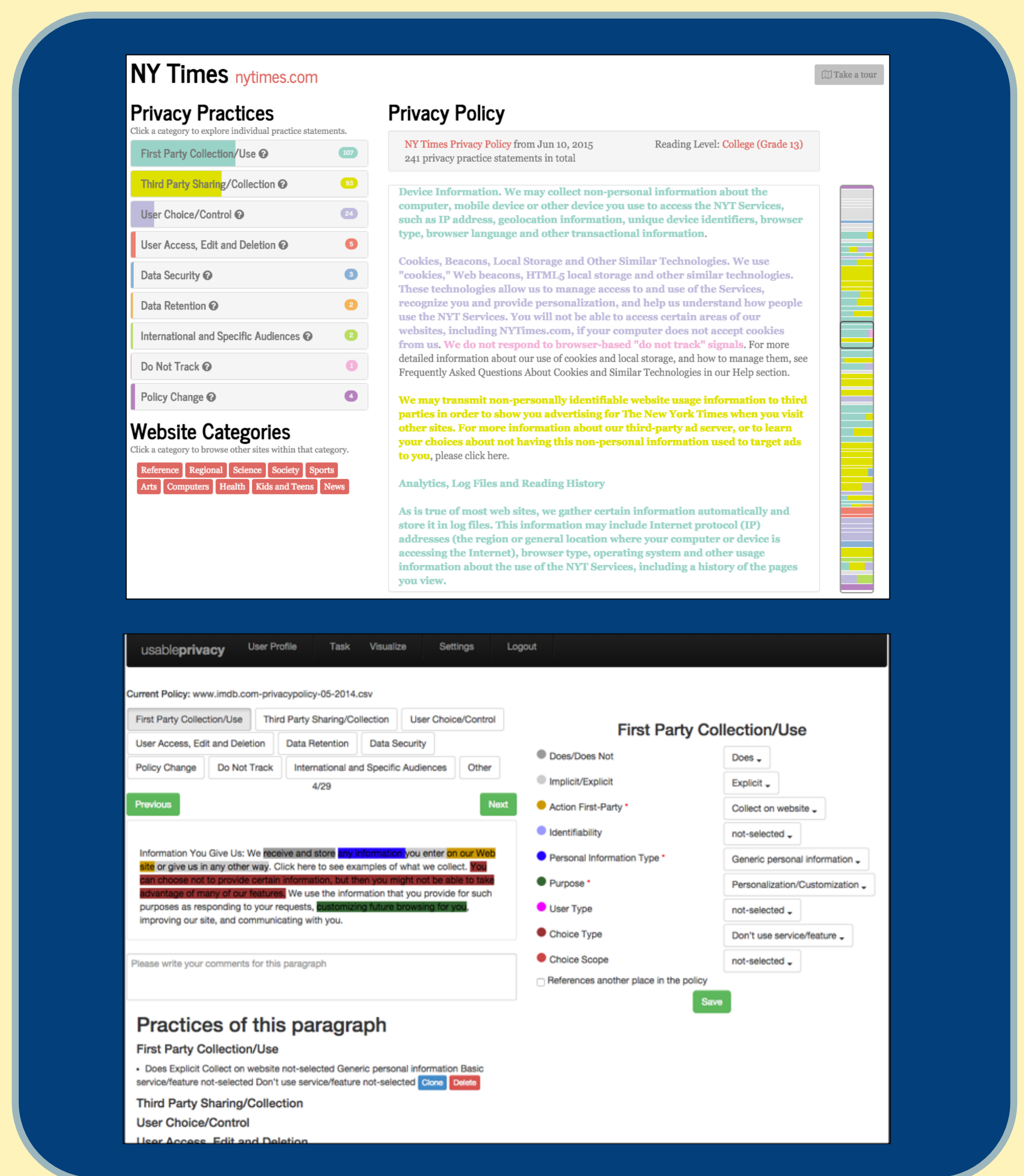
Motivation

Notice & choice

- Websites' **privacy policies** are the de facto standard for notice & choice online
- Privacy policies provide **notice about data practices**, e.g., data collection, use, sharing, retention, user access

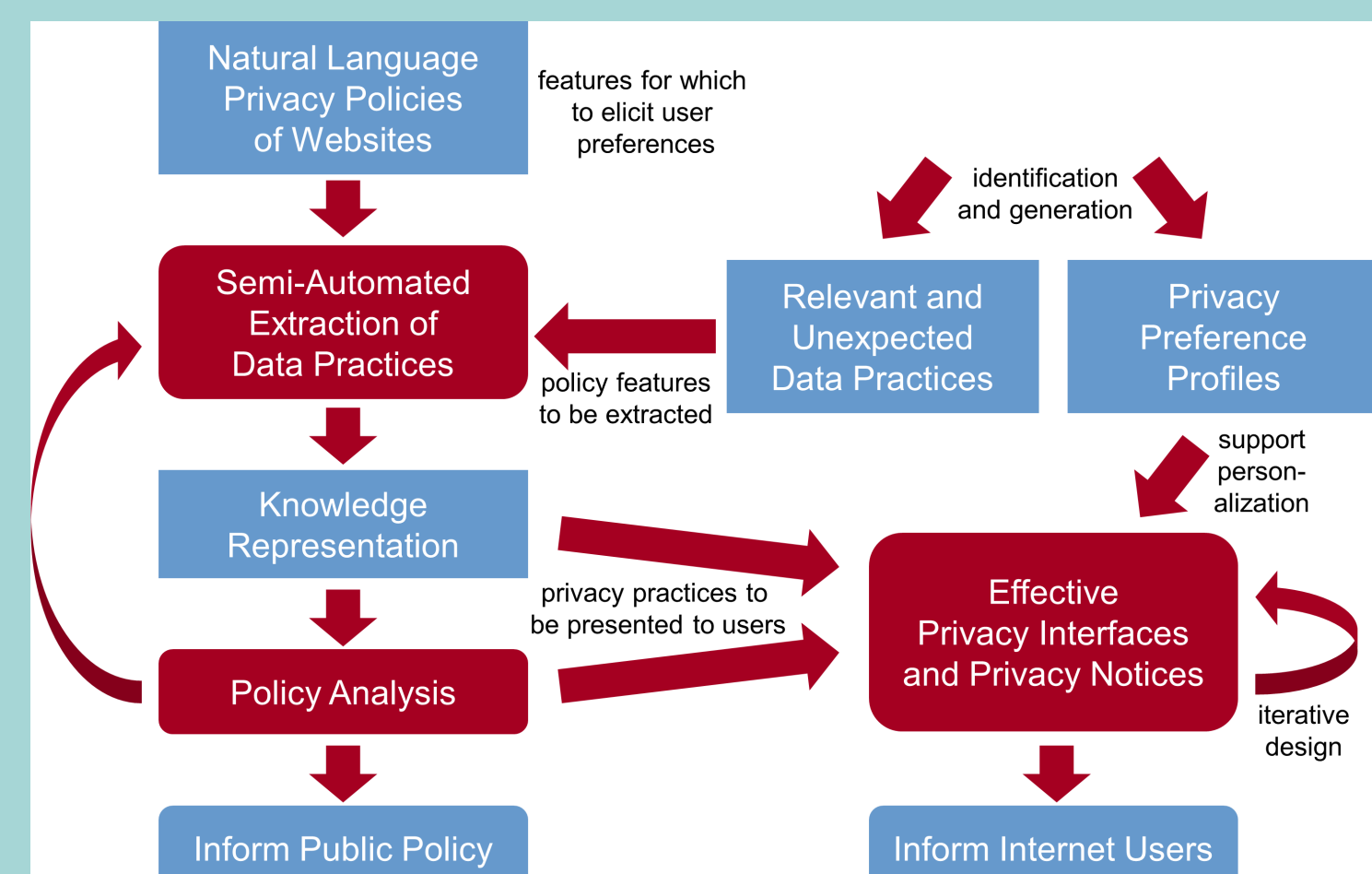
Problem: No one reads privacy policies

- They are oftentimes **long and complex**
- Few users read them
- Efforts to improve notice & choice **lack industry support** (e.g., P3P and DNT are stalled)



Approach

- **Crowdsourcing, Machine Learning and NLP to semi-automatically annotate privacy policies**
- **Privacy policy analysis**
- **Effective privacy user interfaces – incl. privacy preference modeling**
- **Comparison of privacy policy content to actually occurring practices**



Extract data practices from privacy policies

- Combining crowdsourcing, NLP & ML
- Fine-grained annotation scheme

Effective privacy user interfaces

- Analyze usability issues
- Provide relevant information
- Actionable information & choices
- Support privacy decision making

Privacy preference modeling

- Focus on relevant and unexpected practices
- Understand cognitive biases
- Create privacy preference profiles to support personalization

Comparison of privacy policy content to actually occurring practices

- Analyze potential non-compliance
- Predict from metadata (e.g., from app category)
- Large-scale through automation (e.g. 18,000 mobile apps and work with Cal AG)

Privacy policy analysis

- Inconsistencies in policies
- Ambiguity and vagueness in policy
- Relative and sectoral comparison

Cooperation with Stakeholders

- Develop tools for regulators and tech providers
- Help software developers address potential privacy issues before they become prevalent

Interested in meeting the PIs? Attach post-it note below!



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NSF Secure and Trustworthy Cyberspace Inaugural Principal Investigator Meeting
Nov. 27 -29th 2012
National Harbor, MD

