The Best Privacy Notice of All Time

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Imagine you write the best privacy notice of all time. It’s honest, accurate, short and yet thorough, eminently readable and intelligible, and presented at the most appropriate moment.
And still, that may not be enough
Subtle, yet common, changes in the presentation of privacy choices and privacy settings may dramatically influence individuals’ choice of privacy options – even more so than the actual content of privacy notices.
Four simple ways to nudge users to disclose more information

- Call privacy settings something different
"Framing and Privacy Choice," Idris Adjerid, Alessandro Acquisti, and George Loewenstein. WEIS, 2014
N = 204, $M_{\text{age}} = 29$, $M_{\text{Female}} = 34\%$

Four ways to nudge users to disclose more information

- Call privacy settings something different
- Mix important with unimportant privacy options
“Framing and Privacy Choice,” Idris Adjerid, Alessandro Acquisti, and George Loewenstein. WEIS, 2014
Privacy Settings

Allow my responses to be used in academic publications.
- Yes
- No

Allow research assistants (these are students that aid in research but are not faculty or PhD students) to access my responses.
- Yes
- No

Allow my responses to be shared with religious organizations interested in evaluating personal ethics.
- Yes
- No

Allow my responses to be stored beyond the completion of this study. This would allow us to use your responses in future studies and analysis.
- Yes
- No

“Framing and Privacy Choice,” Idris Adjerid, Alessandro Acquisti, and George Loewenstein. WEIS, 2014
N=522, M_{age}=28, M_{female}=44%
Four ways to nudge users to disclose more information

- Call privacy settings something different
- Mix important with unimportant privacy options
- Misdirect attention
“Sleight of Privacy,” Idris Adjerid, Alessandro Acquisti, Laura Brandimarte, and George Loewenstein. *SOUPS*, 2013
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"Sleight of Privacy," Idris Adjerid, Alessandro Acquisti, Laura Brandimarte, and George Loewenstein. SOUPS, 2013
15 seconds delay

“Sleight of Privacy,” Idris Adjerid, Alessandro Acquisti, Laura Brandimarte, and George Loewenstein. SOUPS, 2013
Response rates

N = 282

“Sleight of Privacy,” Idris Adjerid, Alessandro Acquisti, Laura Brandimarte, and George Loewenstein. SOUPS, 2013
Four ways to nudge users to disclose more information

- Call privacy settings something different
- Mix important with unimportant privacy options
- Misdirect attention
- Give more control
Response and publication rates

100%  
50%  
p < 0.05

Sufficient vs. Necessary conditions
Necessary
Not Sufficient
What, then?

- Transparency, Control, yes. But also:
- OECD FIPs
- Regulation
- Choice architecture (Nudges)
For more information

- Google/Bing: economics privacy
- Visit: http://www.heinz.cmu.edu/~acquisti/economics-privacy.htm
- Email: acquisti@andrew.cmu.edu
Profile Picture Nudge
(or: The identifiable audience effect)

“Privacy Nudges For Social Media: An Exploratory Facebook Study,”
Yang Wang et al. WWW, 2013.