Challenges of full length legalese privacy statements

• Written using terms not easily understood by consumers
• Long documents no one wants or has time to read
• Challenges in mobile
  – Space constraints
  – Inaccessibility
  – Poor user experience
Optimizing the privacy experience – moving from legalese to icons

NOTE:
We will not share your personal information with third parties without your permission, except as set forth in our Privacy Policy (see below). Confirmation emails for ordering, domain name registrations and transfers, renewal expiration notices, and instructional emails to activate services will still be sent to you. Keep in mind that there may be times when we are required to send you notifications concerning the administration and operation of your account. Notices will be sent only when it is vital that you receive such information. In the event that you request not to receive information from us, please note that mailing lists may already have been pulled, so you could continue to receive notices for up to two weeks.

Privacy, Security, Your Information

By clicking on ‘Create Account’ you acknowledge that you have read and agree to the terms of the Universal Terms of Service Agreement.
Disconnect.me Privacy Icon Browser Extension

Privacy policies are too complicated
We've simplified them

Get Privacy Icons  Learn More

Books - Barnes & Noble
www.barnesandnoble.com/subscribe/books
BARNES & NOBLE - New Lower Prices on Fiction, nonfiction, paperbacks, and savings

Books - The New York Times
www.nytimes.com/pages/books

Precise Location
Does this website's privacy policy disclose whether the site or service tracks a user's actual geolocation?

Red = Yes, possibly without choice.
Yellow = Yes, with choice.
Green = No.
Grey = Info unavailable.

Powering Trust in the Data Economy
Non-privacy policy services

• Trusted third party repository collect and communicate policies and preferences

• Utilize technology to provide automated transport and assessment of preferences and practices between consumer and businesses

• Quick and easy assessment for consumers
  – Consumer alerted when a business’ policy differs or changes
  – Policies address both privacy and security standards
  – Businesses communicate policies downstream to service providers or partners
Thank you for your interest

Questions:
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