

# Designing for **privacy** in mobile and web **apps**

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Part I:

# Present Day



# What is **Privacy?**



The ability to have **control**  
**over** where your content goes  
and **who it is accessed by.**





The ability to **choose what content** you **share, view** and **access** without being tracked.



Privacy is the ability  
**not to be surprised.**





News

TCTV

Events

ANNOUNCEMENT Get your Crunchies tickets here!

## Glitch Is Causing Thousands Of Emails To Be Sent To One Man's Hotmail Account

Posted Jan 24, 2014 by [Sarah Perez \(@sarahintampa\)](#)

134



7.1k



2,528



176



David S. Peck is getting a lot of emails. In a glitch possibly related to the [massive Gmail outage](#) underway right now, there's an odd bug in Google search which is pointing users directly to his personal email address. The

address appears in a "Compose" window that pops up when the top search result for Gmail is clicked. Yes, it's bizarre. Very,



Privacy can also be a **feeling**  
**or perception of security.**

This perception of security **can**  
**be designed.**





# Privacy on the Web

## Old Web:

Social silos don't exist. Where you go on the web is not tracked

## New Web:

Logged into FB, Google: everything you look at is tracked





**“We invest much of our lives into virtual ‘condos’ that anyone can walk into and do what they like.”**

**-@rahulsen79**





We're all **living**  
**on borrowed**  
**space**





# Changing user interfaces



# How can we design for privacy?

1. Temporary Solution (**Privacy by Design**)
2. Longer term Solution (**Data Ownership**)



# Part II: Privacy by Design





# Smartphone **C**ameras





# Google Glass



# What was different?

- Design and product launch
- Developer on-boarding **fail**
- Secrecy/Mystery/Exclusivity

Closed system

Too many features

Price



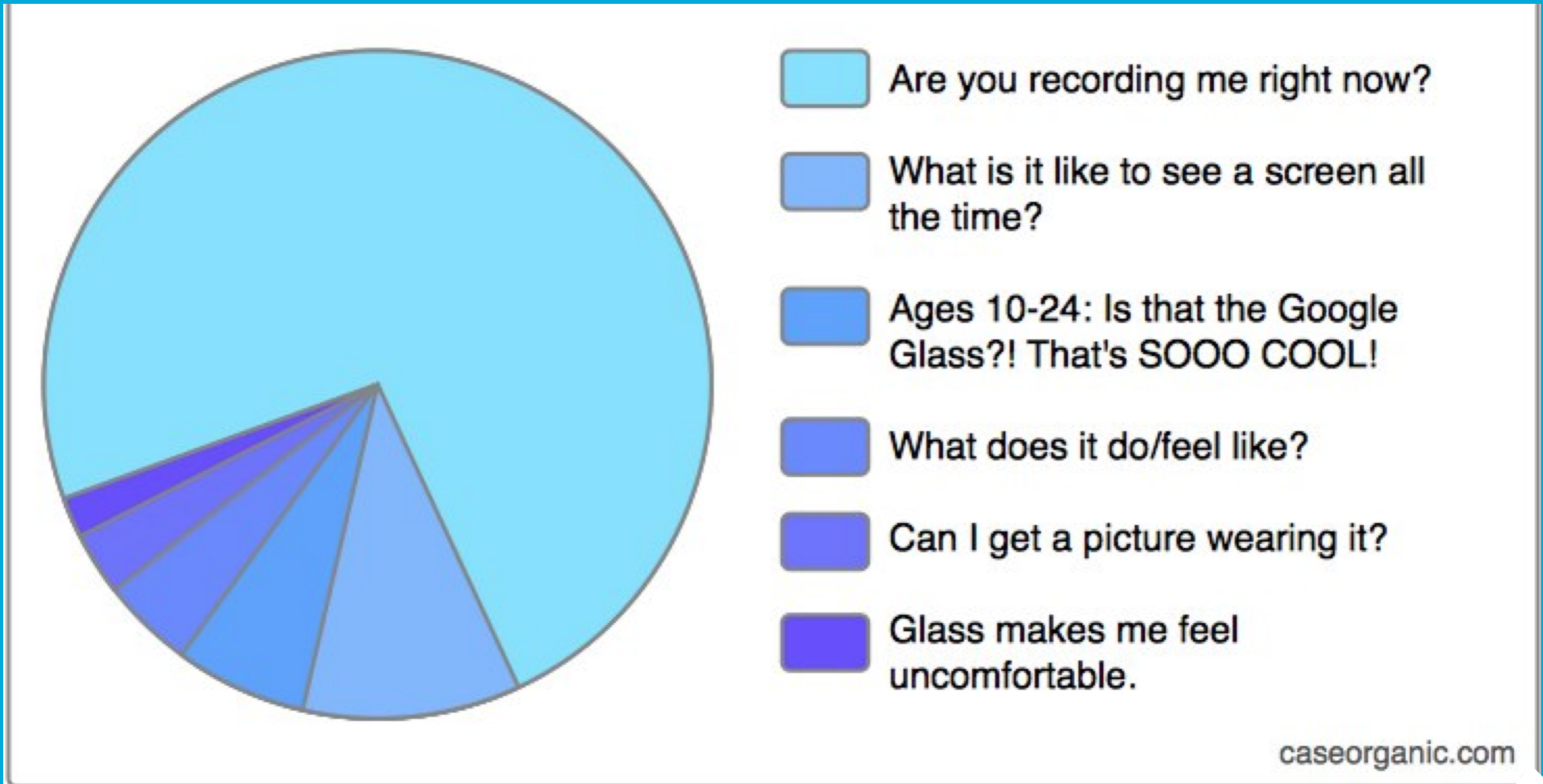
# Results

- Reduced **play**
- **Confusion**
- Pseudo-elite **status**
- **Fear**
- **Speculation**





# Questions people ask me when I'm wearing Google Glass





# Compare to iPhone Developer Launch

Development tools available **before**  
new hardware/OS **released**

\$99 fee

Launch: **many apps**

People had phones **already**



Technology

Example

Social Effect

Enhancing



Fear-inducing

Normal



Invisible

Restorative



Accepted



# Trying to "Calm" the device

**Headbanding:** "moving  
one's Glass before entering  
an establishment"





# Half of privacy is perceived

The idea of privacy is **socially created** and attached to behavioral norms.

Behavior can change when **norms change**.



Part III:

# Building privacy into mobile and web apps

## #dataprivacy



# 1. Get a privacy policy

Privacy policies are **regret management tools.**

Only **30%** of mobile app developers have one.



# Minimum Viable **Privacy Policy**:

**Who** you are (identity and contact details),

**Categories of personal data** the app wants to collect/process,

**Why** the data processing is necessary (for what precise purposes),

**Whether** data will be disclosed to which **third parties**

**Data withdrawal rights** and account deletion policy

## 2. **Simplify** and **Consolidate**

Privacy policies should be **easy to understand**

Create **two sections** – Plain Text and Legalese





# Terms of Service; Didn't Read

## MEDIUM

Reserves the right to use your name and content for **any purpose forever**, even if they get acquired in the future.

## Wikia

Communities don't own their content and **can't transfer it** off their site.



# How many of you have read the entire iTunes privacy policy?

[Store](#)[Mac](#)[iPod](#)[iPhone](#)[iPad](#)[iTunes](#)[Support](#)

## Privacy Policy

Your privacy is important to Apple. So we've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. Please take a moment to familiarize yourself with our privacy practices and [let us know](#) if you have any questions.

### Collection and Use of Personal Information

Personal information is data that can be used to uniquely identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with Apple or an Apple affiliated company. Apple and its affiliates may share this personal information with each other and use it consistent with this Privacy Policy. They may also combine it with other



Apple Inc. has been awarded TRUSTe's Privacy Seal signifying that this Privacy Policy and practices have been reviewed by TRUSTe for compliance with [TRUSTe's program requirements](#) including transparency, accountability, and choice regarding the collection and use of your personal information. The TRUSTe program does not cover information that may be collected through downloadable software. If you have questions or complaints

# What about Creative Commons?



Attribution 4.0 International (CC BY 4.0)

This is a human-readable summary of (and not a substitute for) the [license](#).

[Disclaimer](#)



## You are free to:

**Share** — copy and redistribute the material in any medium or format

**Adapt** — remix, transform, and build upon the material

for any purpose, even commercially.

The licensor cannot revoke these freedoms as long as you follow the license terms.

# 3. Allow people to **access / export** their **data**

Do you remember?

- Geocities (1994-2009)
- Lavabit (2004-2013)
- Myspace.com (zombified)
- Upcoming.org (2003-2013)
- Posterous.com (2008-2012)
- Gowalla (2007-2012)



# 4. Privacy by design vs. privacy by disaster

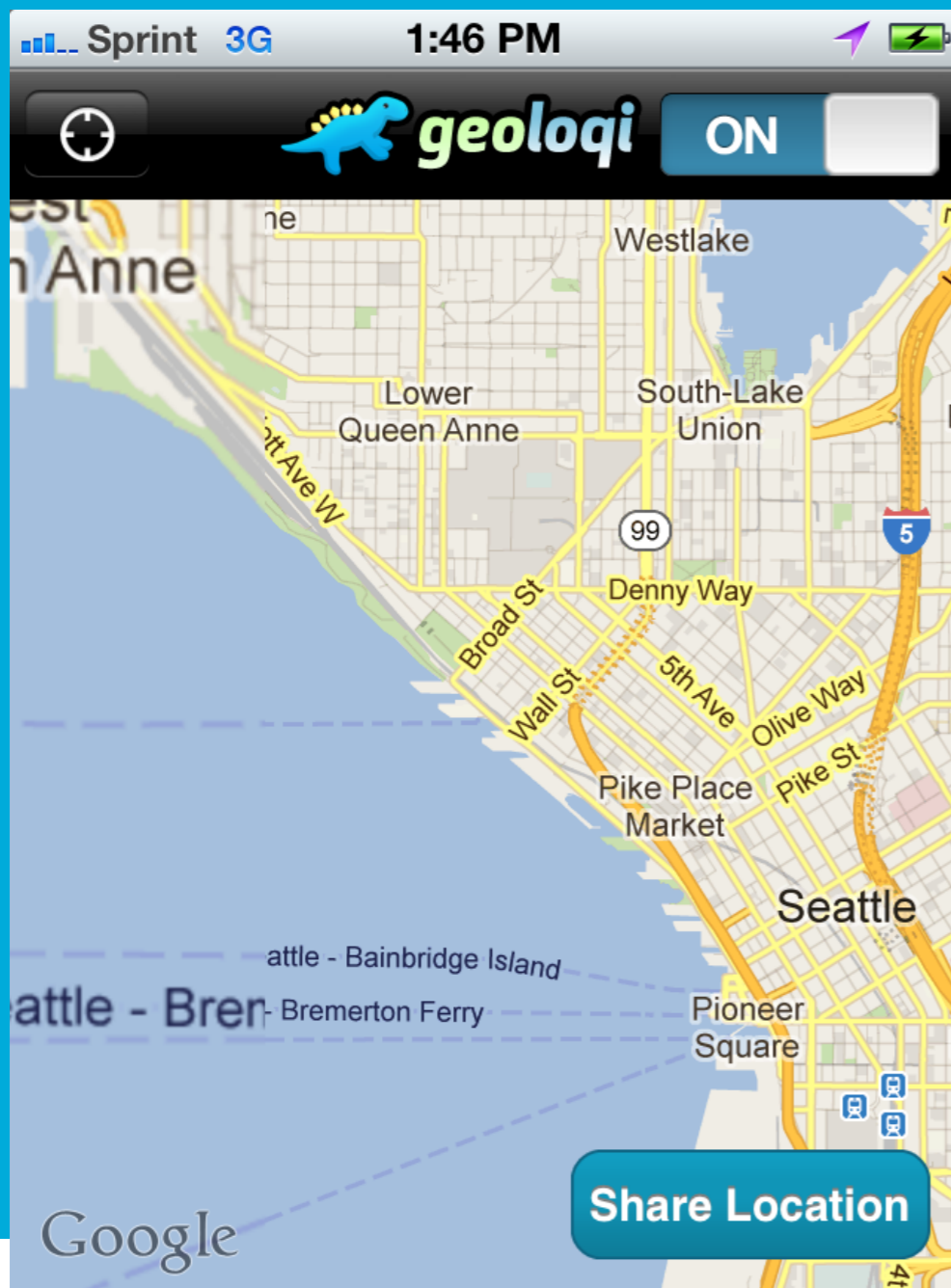
Privacy consideration should be incorporated into **every aspect** of your app.

Web, **legal**, user experience, **messaging**, marketing and **development**.

**Act** now or be **forced to** act later.



# 5. Consolidate and simplify settings and permissions



Make controls  
easy to access.

On/off switches,  
simple settings.



# 6. Contextual Privacy

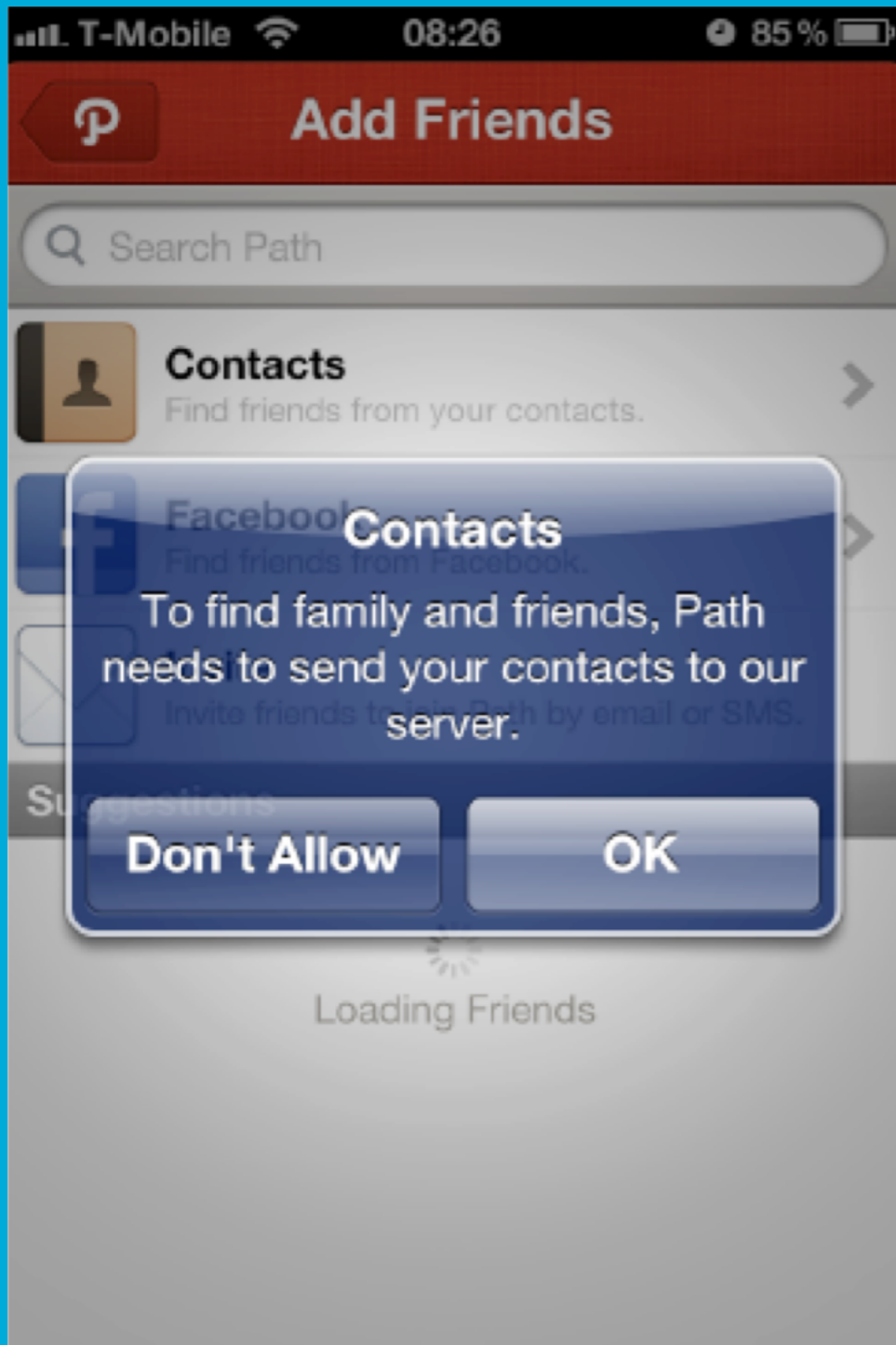
Instagram, Facebook, Foursquare do this well.

Expose privacy controls with **every piece of content** that can be **created or shared**





# 7. No one is perfect



Hosting user data is a **privilege**, not a **right**

**Apologize** immediately if you **make a mistake**. Fix the problem **immediately**





# 8. Authentication and Permissions

Allow for  
**temporary authentication**

- Show **data options** and **time**

### Privacy and Permissions

<http://sampleurl.com>

**Privacy and Permissions: 3rd Party Apps and Places**

[Edit places](#) [Revoke access](#)

**Grocery App**

Has access to your location at the following places to deliver shopping lists and grocery reminders.

<input type="checkbox"/>	New Seasons	Portland, OR
<input type="checkbox"/>	Walgreens	United States
<input type="checkbox"/>	Whole Foods	Portland, OR

# 8. Authentication and Permissions

## Places and History

A list of the places you've been and the times you've been at them.

Delete Place

Delete History

**Palio's Coffee Shop** *(click to edit)*

Created 2011-02-27 01:09:16

45.50827, -122.648776



## History

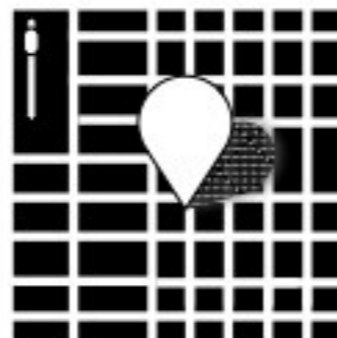
- 4/09 4:18pm to 12:18am 8hrs
- 3/27 10:00pm to 1:00am 3hrs

---

**Water Avenue Coffee** *(click to edit)*

Created 2011-02-05 00:10:36

45.51516, -122.66546




## History

When in doubt  
give control



# 9. Community Involvement

f Search for people, places and things 

   Home 20+ Amber

## Proposed Updates to our Governing Documents

November 21, 2012 at 6:40pm 

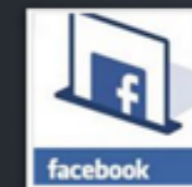
### Proposed Updates to our Governing Documents

by *Elliot Schrage, Vice President, Communications, Public Policy and Marketing*

Today we are proposing some updates to two documents which govern our site: our Data Use Policy, which explains how we collect and use data when people use Facebook, and our Statement of Rights and Responsibilities (SRR), which explains the terms governing the use of our services. These updates provide more detailed information about our practices, reflect changes to our products, and improve how we conduct our site governance process.

*Improving the Site Governance Process:* Our goal has always been to find ways to effectively engage your views when we propose changes to our governing policies. That commitment guided our decision in 2009 to launch an unprecedented process for user feedback. When we held our second global site governance vote in June, we indicated that we would review our site governance process in light of the growth of both our community – to over one billion users – and our company – which is now publicly traded and accountable to regulators around the world. Our intention was to make sure the process still served its original purpose.

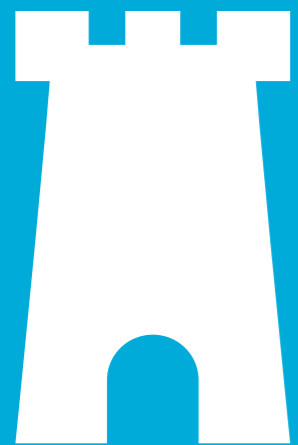
As a result of this review, we are proposing to restructure our site governance process.



Facebook Site  
Governance

Notes by Facebook Site Governance  
All Notes

Get Notes via RSS  
Embed Post  
Report

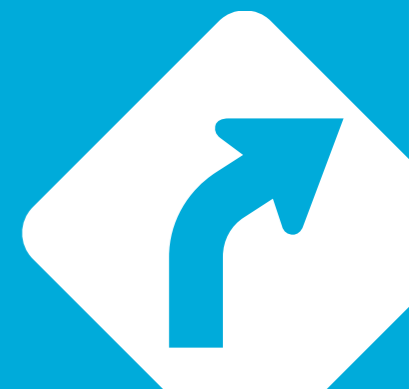


**10. Be Clever:** Accomplish your goals in the least amount of moves\*

\*even/especially if it takes more time to think about the solution.



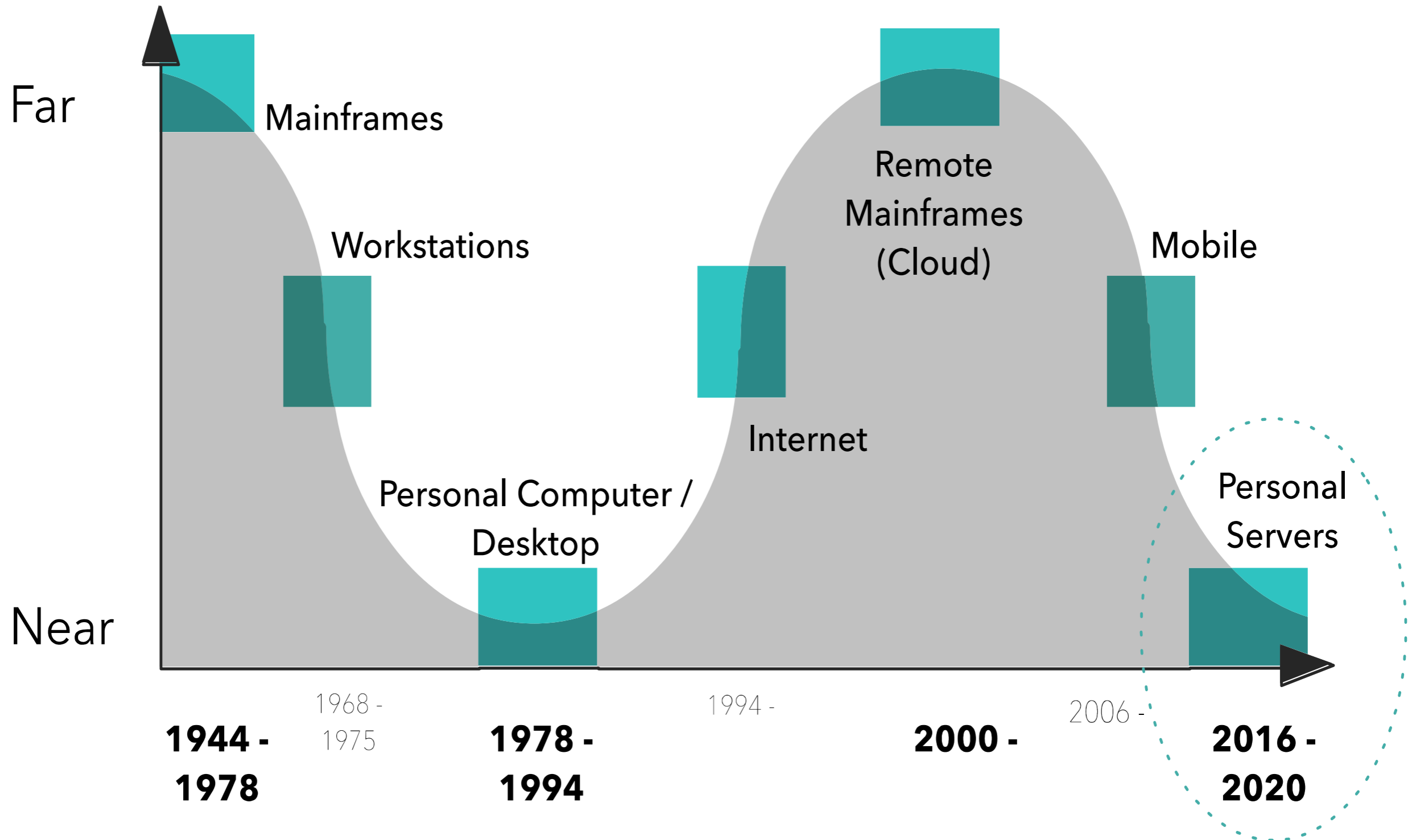
Part IV:  
**The Future of  
Privacy and Data  
Ownership**



Technology should  
make use of the  
near and the far



# Evolution of computers over time





Process as much as possible on the device itself.

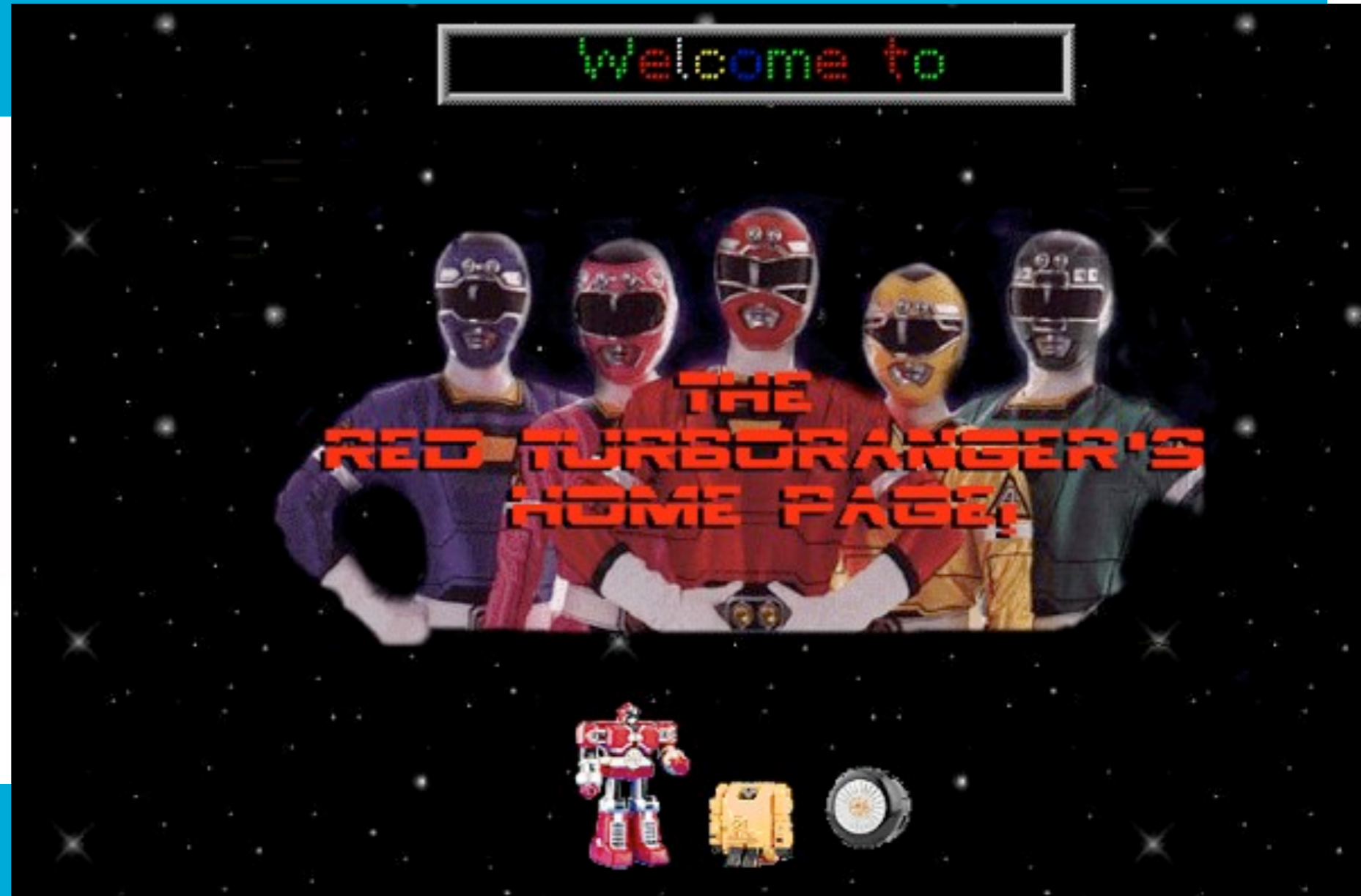


...



# Easier to Consume vs. Create



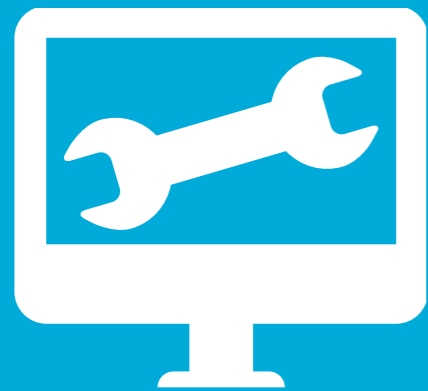


What  
happened?



# Own your **own data**

Build your **own website**



Use **social networks** for distribution

Web frameworks will emerge that will **make this easier**



# Why do we need an independent web?

Afraid of **losing** your photos and files

Frozen account due to violated TOS

**Lost content** due to acquisition

Silos profiting off your data

The ability to **create again**







**FREEDOM!!!**



# Freedom!

The freedom to decide **what content** and what types of content to publish, and to store over time

Control your UI/UX – **you decide**

Own your content **forever**



# Sites on Neocities

Sort by: Most Followed

Update

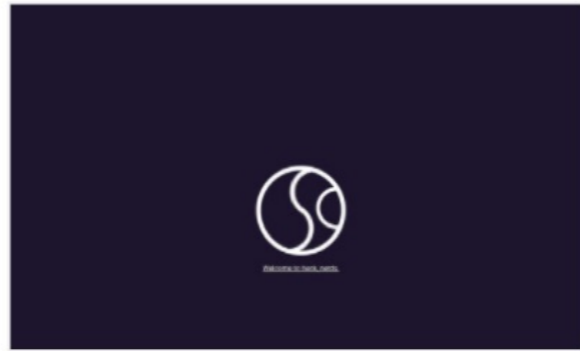
Filter by Tag: *pokemon*

Filter



「Wired Sound」

fauux 3,672,006 view



Spriteclad 3.0.

spriteclad 67,951 views



A.N. Lucas's Web Lounge

anlucas 226,068 views  
html, 90s, 2000s, fireplace, art



2Bit - A website about 2bit ...

2bit 208,105 views  
90s, gameboy, retro, pixels



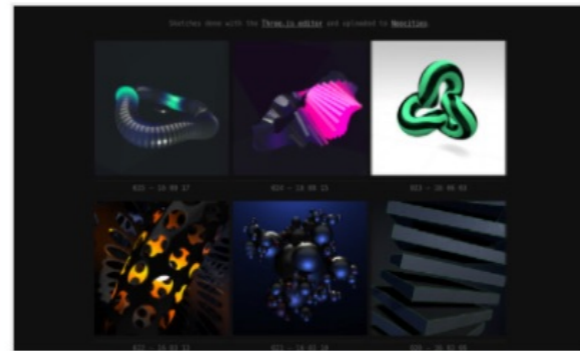
Suyu

suyu 134,583 views  
anime, evangelion, rei



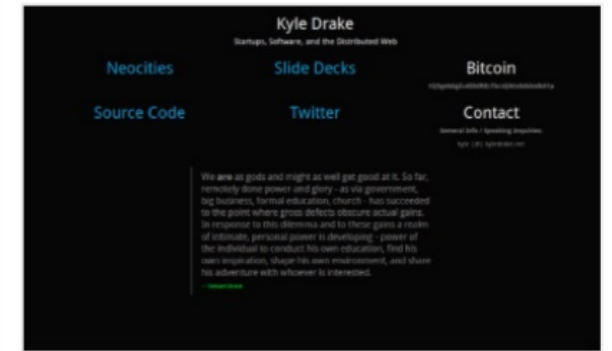
THIS IS MELON LAND

melonking 57,908 views  
videogames, computers, art, anime...



Three.js Sketches

mrdoob 31,998,037 views  
threejs, webgl, 3d



Kyle Drake in Cyberspace

kyledrake 109,313 views  
personal

# Homestead!

A **home** for your **data**

Your blog becomes a **creative outlet** for you + **learning place** for new stuff

**Hyperlinks** on the open web, giving web back its richness

# Thank you!

caseorganic.com

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