

## Privacy Label: An Alternative Approach to Present Privacy Policies from Online Services to the User

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**Abstract :** Studies show that most users do not read privacy policies from the online services they use. Some authors claim that one of the main causes of this is that policies are long and usually hard to understand, which make users lose interest in reading them. In this scenario, users may agree with terms without knowing what kind of data is being collected and why. Given that, we aimed to develop a model that would present the privacy policies contents in an easy and graphical way for the user to understand. We call it the Privacy Label. Using information recovery techniques, we propose an architecture that is able to extract information about what kind of data is being collected and to what end in the policies and show it to the user in an automated way. To assess our model, we calculated the precision, recall and f-measure metrics on the information extracted by our technique. The results for each metric were 68.53%, 85.61% e 76,13%, respectively, making it possible for the final user to understand which data was being collected without reading the whole policy. Also, our proposal can facilitate the notice-and-choice by presenting privacy policy information in an alternative way for online users.

**Keywords :** privacy, policies, user behavior, computer human interaction

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