

Name(s) _____ Period _____ Date _____

Activity Guide - Privacy, Security, and Innovation



Choose a Website and Find the Data Privacy Policy

Choose an app, website, or other online service you are familiar with to research their data policy. The easiest way to find a data policy, if it exists, is to search for the company name followed by the terms “data policy” or “privacy policy.”

Your website or app: _____

What Is Their Data Policy?

Respond to the questions below. Even if you can't find information, you should record where you looked and the fact that you can't find it. If there isn't a policy or it's hard to find, that can be just as interesting as seeing the policy itself.

Question 1: What kinds of data is collected?

Question 2: How is the data you listed above being used? What features are enabled by the data?

Question 3: Does the company share the data with anyone else? Who?

Question 4: Can you get access to your own data? Can you modify what is collected, or delete your data if you wish?

Privacy vs. Security Tradeoffs

Question 5: Do you believe the benefits of the innovation you researched outweigh the privacy concerns? Explain why or why not making explicit connections to responses 1-4 above.

Question 6

- **1 - Totally Comfortable** "Have my data! It makes the technology I love work and keeps me safe!"
- **2 - Mostly Comfortable** "I want tech innovations and stronger security. Let's make sure we take care of the most damaging privacy concerns."
- **3 - Mixed** "There's a lot of this that makes me uncomfortable, but I'm still going to use technology."
- **4 - Mostly Uncomfortable** "Privacy is more important than empowering innovations or ensuring security. I would give up on some tech innovations to ensure my privacy"
- **5 - Totally Uncomfortable** "I'd give up most technology and would like to see much stronger limits on what kind of data can be collected and stored, even if it limits the introduction of new technology"

Which of the above categories best describes your overall comfort with using data to drive innovations or ensure security? Write a paragraph below explaining your response and tying it to either the information in this activity guide or discussions shared in class.

Rubric

| Category | Extensive Evidence | Convincing Evidence | Limited Evidence | No Evidence |
|---|--|---|--|---|
| Data Collection and Use | Response 1 include many examples of data collected by the company that are clearly tied to the examples in Response 2 indicating how that data is used. | Both responses include many examples but there may not always be connections between the kinds of data collected and the way it is used. | One or both responses is either missing significant information or there is no clear connection between the responses. | Both responses are either incomplete or missing. |
| Data Sharing and Control | Response 3 and 4 clearly describe how users data is shared externally and whether and if users have any controls over their data. There are clear ties between the way data is used and the controls users have over that use. | Response 3 and 4 include examples of how data is shared and controlled but there many not always be clear ties between the responses 1-3 and the data controls mentioned in response 4. | One of response 3 and 4 is significantly lacking in clarity over how the data is shared or how the data is controlled. | Both responses are either incomplete or missing. |
| Evaluating Your Innovation | The response provides a clear opinion on the tradeoffs based on the information provided on the first page. | The response states a clear opinion but some portions may not be tied to responses 1-4. | The response states an opinion but it is not at all tied to the responses 1 - 4. | The response is missing or unrelated to the prompt. |
| Evaluating the Privacy Tradeoffs Overall | The response provides a clear opinion on the overall privacy tradeoffs based on the information in this activity guide and covered in class. | The response states a clear opinion but some portions may not be tied to responses 1-4 or information covered in class. | The response states an opinion but it is not at all tied to the responses 1 - 4 or other information covered in class. | The response is missing or unrelated to the prompt. |