

Survey - Round One

Identifying and Classifying Privacy Harms for Users of Social Network Sites

Dear participant,

Thank you for participating in my survey. The participation of subject matter experts is crucial to defining the privacy harms in the complex field of Social Network Sites (SNS).

Privacy policy

The survey answers will be retained for 30 days and then destroyed. The aggregated and anonymized results will only be used for the Masters Thesis of David Riphagen at Delft University of Technology. Usage is in accordance with Fair Information Practices.

You can [click on this link](#) to read the details of how your information will be used in accordance with Fair Information Practices. You also can opt-in there to get the results of the survey and the report.

Participating in this part of the survey will take you a maximum of 7 minutes. Go to the next page to start immediately!

The goal of this survey is to identify and classify specific privacy harms for the users of SNS by making use of their identity-relevant information.

Identity-relevant information consists of information that specifically refers to one person **or** information that describes attributes of a person which, when aggregated, can be used to uniquely identify a person.

An example of a privacy harm: by collecting information from third-party websites and aggregating it with users' profiles without their consent, users are unaware of what happens with their identity-relevant information (no consent) and become vulnerable to unsolicited targeted marketing. These are two specific harms for users of SNS and are examples of harms that I would like to identify.

This survey makes use of advanced features of Adobe Acrobat. You can download it for free here [\(click link\)](#). If you don't want to use Adobe Acrobat, you can print the survey and send it to the address below. Also, you can call the phone number below to complete the survey by phone.

After you've filled in the survey, you can submit it to me in three different ways. Please reply as soon as possible, before the 23rd of May!

1. Press the 'submit via e-mail' button.
2. Press the 'print' button and send it to the following address:
David Riphagen
C/o Electronic Privacy Information Center
1718 Connecticut Avenue NW Suite 200
Washington, DC 20009
3. Call me at **+1 202 483 1140, extension nr 207** to complete the survey via telephone.

***** START OF SURVEY *****

1. Personal information (scroll down for Fair Information Practices)

Name: (first and last name)

E-mail address: ([name@domain.com](#))

2. How would you define your expertise in the field of Privacy and the Internet?

(For example: I'm a professor in Ethics and Technology)

3. How would you rate your expertise in the field of Privacy and the Internet on the following scale?

1. I work on privacy or Internet issues, but not combined.
2. The main focus of my work is either privacy or Internet issues.
3. The main focus of my work is on privacy issues on the Internet (combined).
4. I have significant experience working on privacy issues on the Internet.
5. I am recognized as an expert on the field of privacy issues on the Internet.

4. Do you know other people in the field of Privacy and the Internet who could deliver a substantial contribution to the survey? Please state their names, titles and e-mail addresses below.

(For example: Homer Simpson, technician, h.simpson@cartoonnetwork.com)

5. To what extent do the specific Tort Laws listed address the privacy issues in Social Network Sites, on a scale from 1 (does not address) to 5 (significantly addresses)?

The Intrusion Tort

Subject to liability when intentionally intruding upon solitude or private affairs of others.

1 2 3 4 5

The Publication of Private Facts Tort

Subject to liability when giving publicity to a matter concerning the private life of another.

1 2 3 4 5

The False Light Tort

Subject to liability when giving publicity to a matter that place the other in false light.

1 2 3 4 5

The Appropriation Tort

Subject to liability when using the name or likeness of another to appropriate to his own use or benefit

1 2 3 4 5

The Right to Publicity Tort

Person has a right of exclusive control over the publicity given to his performance.

1 2 3 4 5

Breach of Confidentiality

Subject to liability when intentionally revealing confidential information about another without his consent.

1 2 3 4 5

Privacy harms for users of Social Network Sites

In this section we ask you to identify specific harms for users of social network sites. Please be as specific as possible.

For example: Facebook gathers and stores the online purchases you've made on other websites, such as books you've bought on amazon.com

- Please list up to three privacy harms for users of social network sites?

1. Privacy harm 1:

2. Privacy harm 2:

3. Privacy harm 3:

- Could you rate the **probability of the occurrence** on a large scale of each of the three harms described from 1 (unlikely to affect a significant amount of people) to 5 (likely to affect a significant amount of people)?
- Could you rate the **negative impact** that each of the three harms described has on users of social network sites on a scale from 1 (little harm to the user) to 5 (causing great damage to the user)?

1. Privacy harm 1

Probability of occurrence on large scale					Negative impact on users				
1	2	3	4	5	1	2	3	4	5

2. Privacy harm 2

Probability of occurrence on large scale					Negative impact on users				
1	2	3	4	5	1	2	3	4	5

3. Privacy harm 3

Probability of occurrence on large scale					Negative impact on users				
1	2	3	4	5	1	2	3	4	5

- Which of the three privacy harms concerns you the most?

1. Privacy harm 1

2. Privacy harm 2

3. Privacy harm 3

Follow-up

You can opt-in here to be kept up-to-date with the results of the survey and my research by checking one or more of the following options:

Yes, I would like to receive the results of the survey via e-mail.

Yes, I would like to receive a summary of the results of the research via e-mail.

Yes, I would like to receive a digital version of the final report of the research via e-mail.

Submit your survey

Thank you very much for participating in the first round of this survey. Your contribution is very valuable for my research project.

I will contact you for the second round of the survey in May. You will then receive feedback from the first round.

***** END OF SURVEY *****

Application of Fair Information Practices

- The data that will be collected are: first name, last name, e-mail address and answers on the questions of the first and second.
- The information you provide will only be used (collected and analyzed) for the Masters Thesis of David Riphagen at Delft University of Technology in the Netherlands.
- The information you provide will be aggregated with the information other participants provide and anonymized in the report or any other summary.
- The individual non-aggregated data will be retained 30 days and destroyed afterwards by means of digital erasing or shredding of the returned forms at EPIC in Washington DC.
- Information you provide will not be used for any other purposes than those stated above.
- Information sent via e-mail will be taken offline from the mail server as soon as possible (usually in one week), but at least within 30 days.
- The information will only reside offline in David Riphagen's computer.
- For up to 30 days after receipt of your survey, you can request a copy of the data that you've submitted by contacting David Riphagen with a written letter. This is the only way to correct or amend data.
- Again, thank you for participating in this survey.