Why User Expectations are Broken (and how we can fix them)
What’s a user supposed to think?

Everything is fine!

The internet is just like the friendly shopkeeper on your block.

YOU ARE IN SERIOUS DANGER.

What they know can – and does – hurt you.
What’s a user to do?

Tracking is happening while you browse.

Do you want to be tracked?

YES

Browse without DNT tools

NO

Browse with DNT tools
Tracking is happening while you browse.

Is it happening now?

YES

Can you trust?

YES

OBA notice? Opt-out choice? Privacy Policy?

YES

Make informed choice

MAKE INFORMED CHOICE

NO

Use DNT tool

NO

Browse Happy

UNSURE

NO

Can you trust?

NO

MAKE INFORMED CHOICE

YES

OBA notice? Opt-out choice? Privacy Policy?

MAKE INFORMED CHOICE

NO

Use DNT tool

MAKE INFORMED CHOICE

YES

OBA notice? Opt-out choice? Privacy Policy?
Simple Standards

• We can’t expect users to make dozens of informed decisions per page

• We have to create a simple standard that allows for easy decision making

Nutrition Facts

Serving Size 1/2 cup (115g)
Servings Per Container About 4

<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>Calories from Fat 130</th>
</tr>
</thead>
<tbody>
<tr>
<td>Calories 250</td>
<td>% Daily Value*</td>
</tr>
<tr>
<td>Total Fat 14g</td>
<td>22%</td>
</tr>
<tr>
<td>Saturated Fat 9g</td>
<td>45%</td>
</tr>
<tr>
<td>Cholesterol 55mg</td>
<td>18%</td>
</tr>
<tr>
<td>Sodium 75mg</td>
<td>3%</td>
</tr>
<tr>
<td>Total Carbohydrate 26g</td>
<td>9%</td>
</tr>
<tr>
<td>Dietary Fiber 0g</td>
<td>0%</td>
</tr>
<tr>
<td>Sugars 26g</td>
<td></td>
</tr>
<tr>
<td>Protein 4g</td>
<td></td>
</tr>
</tbody>
</table>

Vitamin A 10%
Calcium 10%
Vitamin C 0%
Iron 0%

* Percent Daily Values are based on a 2,000 calorie diet.

Tomorrow, 10:30-12:45
Adoption, Compliance, and Enforcement
Part I: How can compliance be encouraged, monitored, and enforced through self-regulatory mechanisms?
Three Key Expectations

• Transactional Transparency
• Relevant Information
• Meaningful Choices

I MARRIED A THIRD PARTY DATA AGGREGATOR
Thank You.

EVIDON™

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