

Privacy Rulesets: A User-Empowering Approach to Privacy on the Web

Alissa Cooper
John Morris
Erica Newland



People have their own
privacy policies.

Creative Commons gives
people a way to express
licensing policies.

Privacy Rulesets give
people a way to express
their privacy policies.

Privacy Rulesets could
be set/managed in many
web-related places.



Privacy Rules



Privacy Ruleset



Privacy Rulesets

Personalization	allowing = 1000000 providing ads = 1000000000 recording = 1000000
Behavioral Advertising	allowing = 1000000 providing ads = 1000000000 recording = 1000000

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Amazon.com Privacy Notice

Last updated: October 1, 2008. To see what has changed, [click here](#).

Amazon.com knows that you care how information about you is used and shared, and we appreciate your trust that we will do so carefully and sensibly. This notice describes our privacy policy. **By visiting Amazon.com, you are accepting the practices described in this Privacy Notice.**

- What Personal Information About Customers Does Amazon.com Gather?
- What About Cookies?
- Does Amazon.com Share the Information It Receives?
- How Secure Is Information About Me?
- What About Third-Party Advertisers and Links to Other Websites?
- Which Information Can I Access?
- What Choices Do I Have?
- Are Children Allowed to Use Amazon.com?
- Does Amazon.com Participate in the Safe Harbor Program?
- Conditions of Use, Notices, and Revisions
- Examples of Information Collected

What Personal Information About Customers Does Amazon.com Gather?

The information we learn from customers helps us personalize and continually improve your shopping experience at Amazon.com. Here are the types of information we gather.

- **Information You Give Us:** We receive and store any information you enter on our Web site or give us in any other way. [Click here](#) to see examples of what we collect. You can choose not to provide certain information, but then you might not be able to take advantage of many of our features. We use the information that you provide for such purposes as responding to your requests, customizing future shopping for you, improving our stores, and communicating with you.
- **Automatic Information:** We receive and store certain types of information whenever you interact with us. For example, like many Web sites, we use "cookies," and we obtain certain types of information when your Web browser accesses Amazon.com or advertisements and other content served by or on behalf of Amazon.com on other Web sites. [Click here](#) to see examples of the information we receive.
- **E-mail Communications:** To help us make e-mails more useful and interesting, we often receive a confirmation when you open e-mail from Amazon.com if your computer supports such capabilities. We also compare our customer list to lists received from other companies, in an effort to avoid sending unnecessary messages to our customers. If you do not want to receive e-mail or other mail from us, please adjust your [Customer Communication Preferences](#).
- **Information from Other Sources:** We might receive information about you from other sources and add it to our account information. [Click here](#) to see examples of the information we receive.

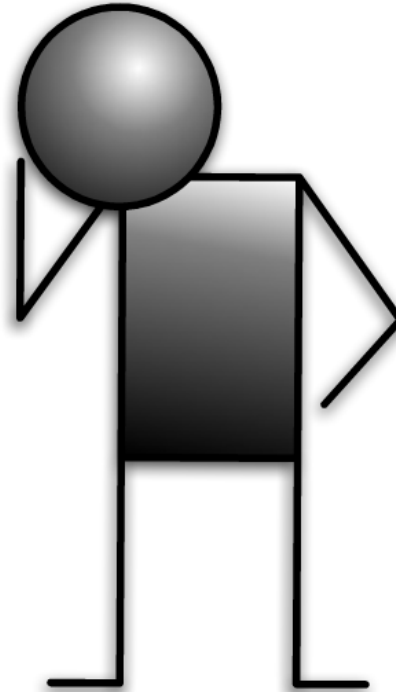
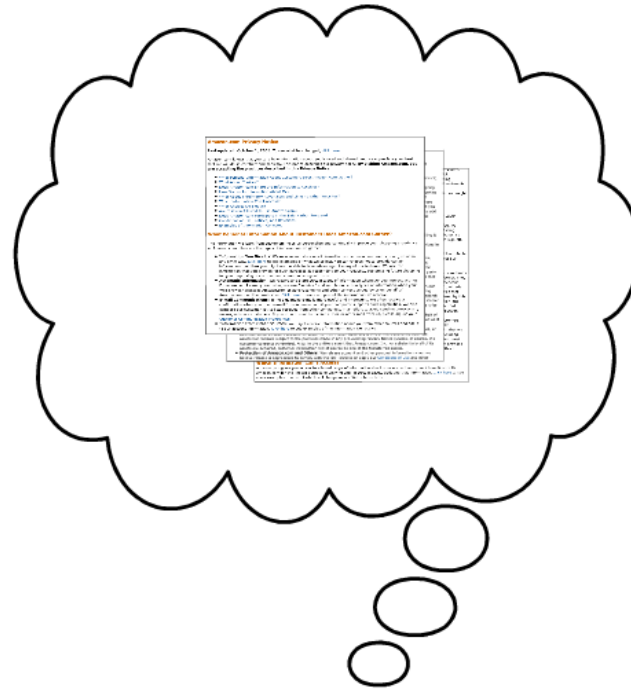
business units. In such transactions, customer information generally is one of the transferred business assets but remains subject to the promises made in any pre-existing Privacy Notice (unless, of course, the customer consents otherwise). Also, in the unlikely event that Amazon.com, Inc., or substantially all of its assets are acquired, customer information will of course be one of the transferred assets.

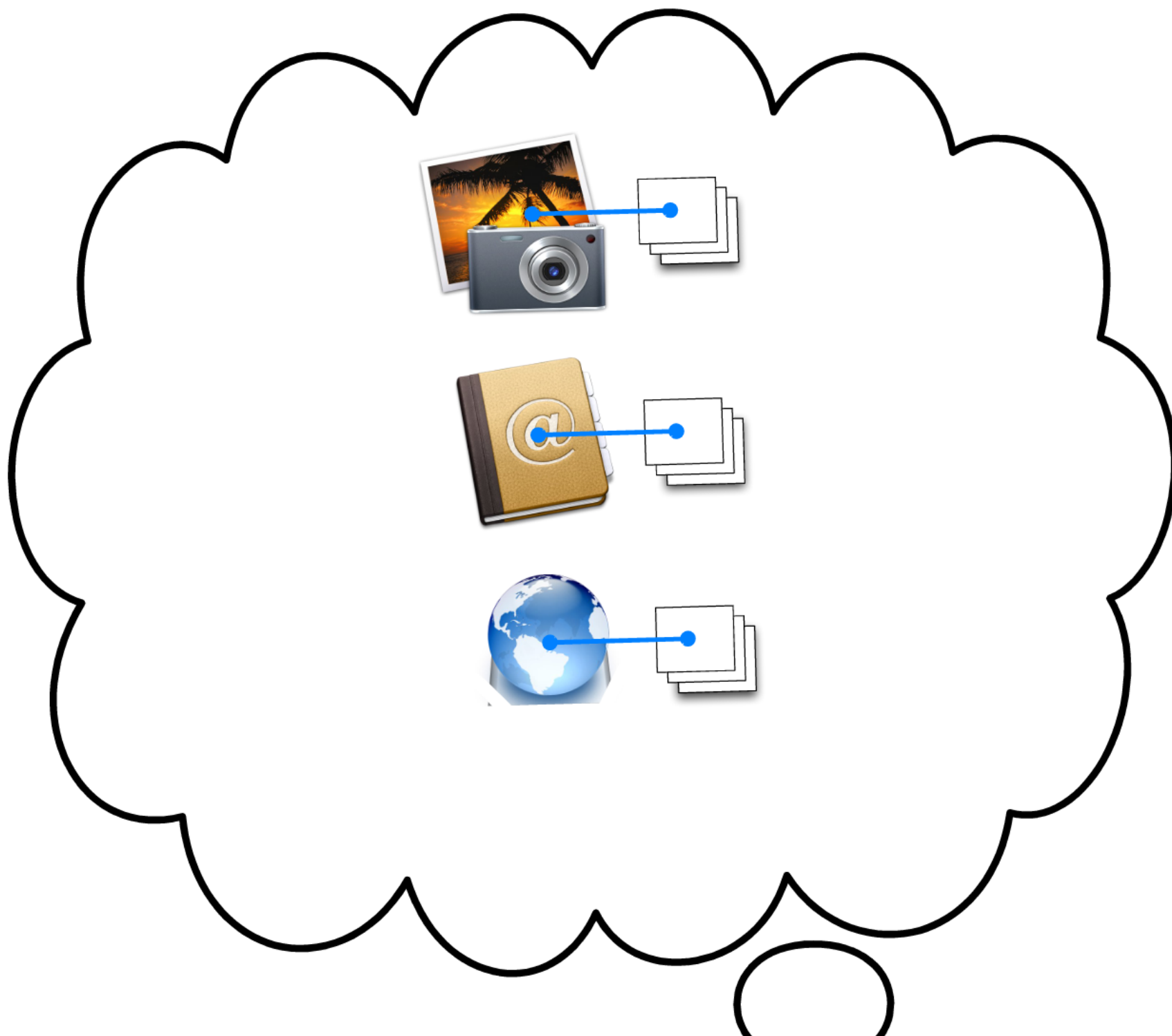
- **Protection of Amazon.com and Others:** We release account and other personal information when we believe release is appropriate to comply with the law; enforce or apply our [Conditions of Use](#) and other

Which Information Can I Access?

Amazon.com gives you access to a broad range of information about your account and your interactions with Amazon.com for the limited purpose of viewing and, in certain cases, updating that information. [Click here](#) to see some examples, the list of which will change as our Web site evolves.

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including
ent meet
r browsed
ties to







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Share Alike
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Non-Commercial
nc



No Derivative Works
nd



Attribution Non-Commercial Share Alike
cc by-nc-sa

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Note Don't forget to make sure that you have all the necessary rights and you won't be infringing on any third parties with any content that you license on Flickr. As per our [Community Guidelines](#), accounts are intended for members to share content that they themselves have created.

Select the license

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-
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- ☐ Attribution Creative Commons
- ☐ Attribution-ShareAlike Creative Commons
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Privacy Rules

sharing

internal
affiliates
unrelated-companies
public

secondary use

contextual
customization
marketing-or-profiling

retention

no
short
long

Privacy Ruleset

sharing

internal
affiliates
unrelated-companies
public

secondary use

contextual
customization
marketing-or-profiling

retention

no
short
long

Least Permissive

sharing = internal

secondary use = contextual

retention = no

Privacy Rulesets

Personalization

sharing = internal
secondary use = customization
retention = short

Behavioral Advertising

sharing = internal
secondary use = marketing-or-profiling
retention = long

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6:52 AM

Terms & Conditions

All Rights Reserved.

Price

Applications price is \$2.99 USD

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Privacy

General Tabs Content Applications Privacy Security Advanced

History

Firefox will: [Use custom settings for history](#)

☐ Automatically start Firefox in a private browsing session

☒ Remember my browsing history for at least 90 days

☒ Remember download history - (Download Statusbar)

☒ Remember search and form history

☒ Accept cookies from sites [Exceptions...](#)

☒ Accept third-party cookies

Keep until: they expire [Show Cookies...](#)

☐ Clear history when Firefox closes [Settings...](#)

Location Bar

When using the location bar, suggest: [History and Bookmarks](#)

[?](#)

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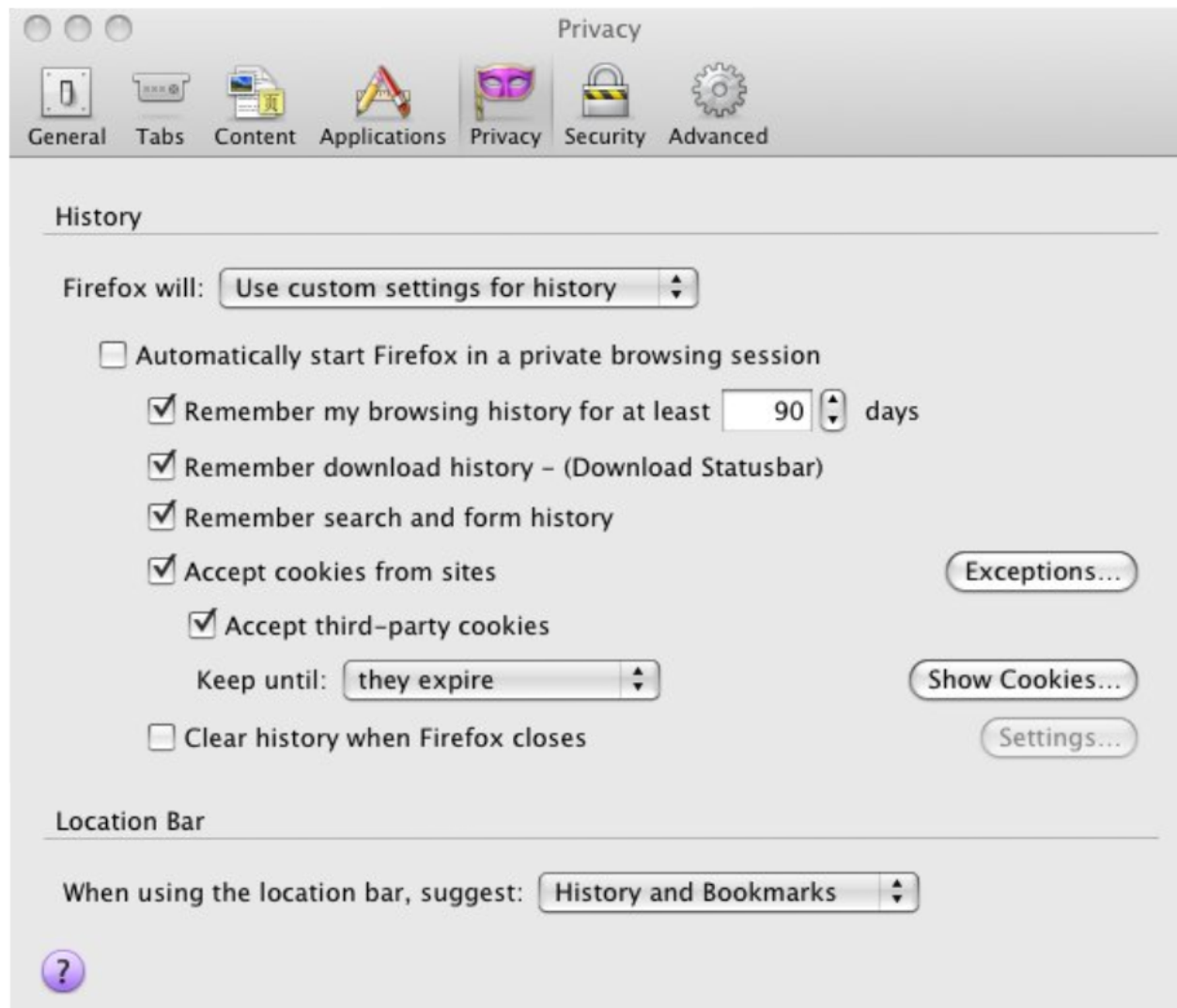
Price

Applications price is \$2.99 USD

Click Install if you accept these terms and conditions

Install

Cancel

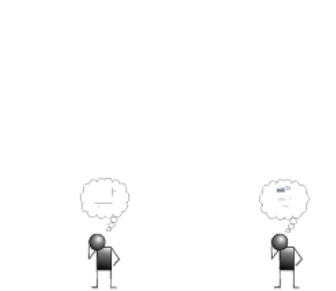


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Privacy Rules

sharing	secondary use	retention
informal	mutual	no
affiliated	customization	short
unrelated=companies	advertising=profiling	long
public		



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