

Data Privacy: Insight of Focus Groups

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FLAG**



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Privacy Flag Project Enabling Crowd-sourcing based privacy protection for smartphone applications, websites and Internet of Things deployments



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Why Focus Groups



Privacy Flag has the people at the center of its core

- ❖ The **feedback of the crowd**, on the tools created, is essential
- ❖ To **enable citizens** to ensure whether their rights as data subjects are being respected
- ❖ To **assist companies** comply with personal data protection requirements



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The subject: Two of the Privacy Flag Tools

Privacy Flag Android Application

- ❖ Allows users to “gather” information on potential privacy risks from installed applications in their Android-powered mobile phones and tablets
- ❖ <http://privacyflag.eu/pf-tools/pf-mobile-application/>

Privacy Flag Observatory

- ❖ Provides a holistic overview of the privacy and security situation on the Internet, using empirical data
- ❖ <http://privacyflag.eu/pf-tools/privacy-flag-observatory/>



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PF Android App

Before continuing please let us know, how privacy threatening do you think is permission access to your: (1 is max, 5 is less)

	1	2	3	4	5
Calendar	<input type="radio"/>				
Camera	<input type="radio"/>				
Contacts	<input type="radio"/>				
Location	<input type="radio"/>				
Microphone	<input type="radio"/>				

CLEAR DONE

InfoActivity

Privacy Flag Application informs user on privacy related risks coming from application installed in their smartphones.

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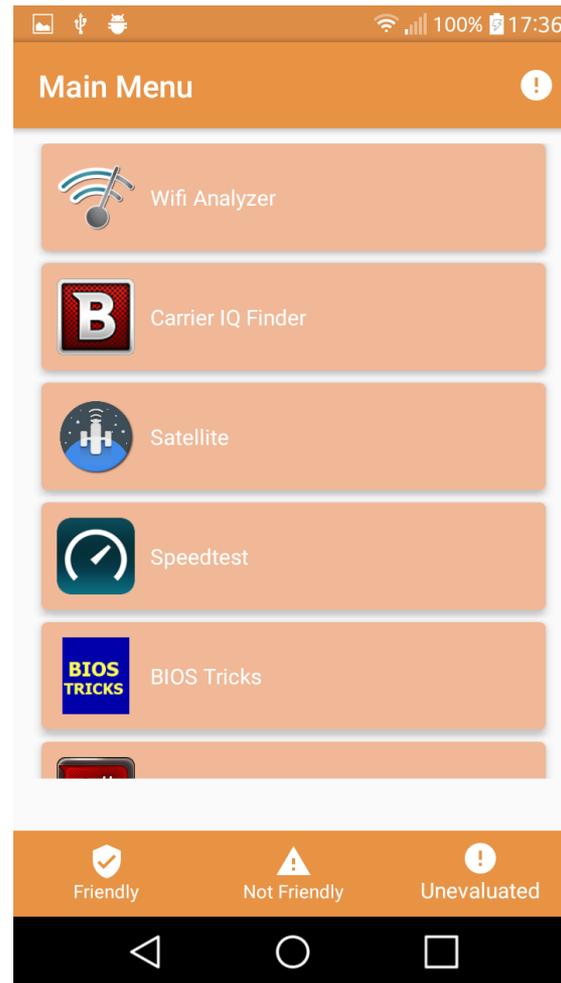


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App permissions overview



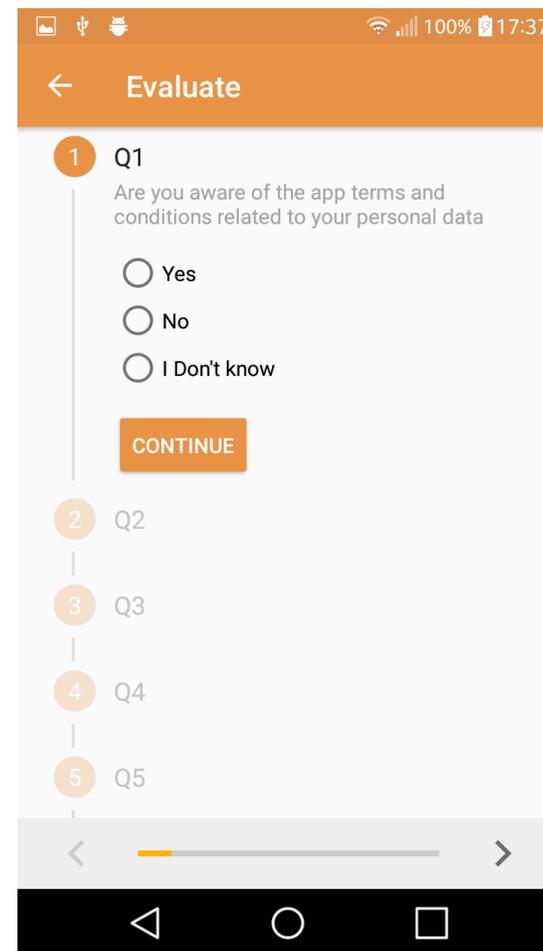
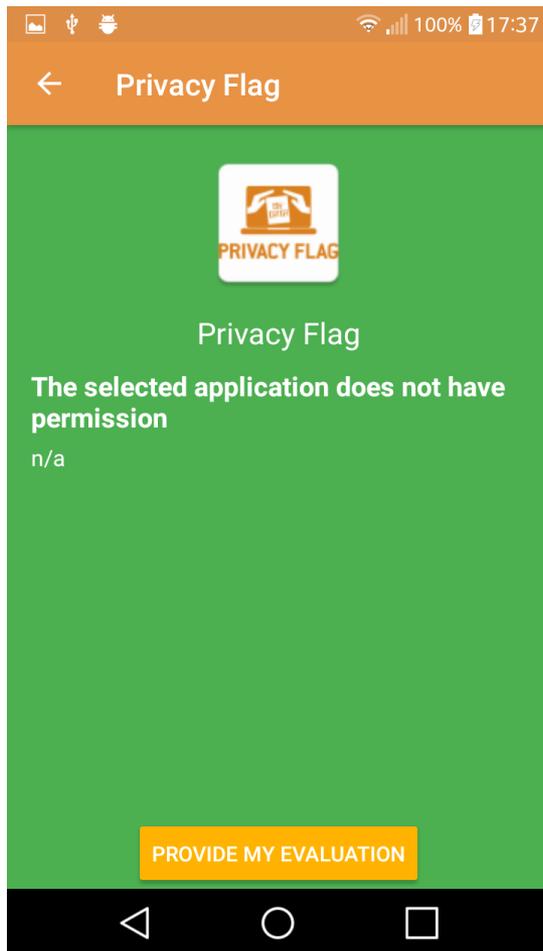
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Evaluate an app



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The Approach

Focus Groups per tool

❖ Two categories

- Everyday users, which have little knowledge or are not concerned about how privacy and security technologies work (e.g. school teachers, students etc.)
- Expert users, which have some knowledge or are about how privacy and security technologies work (e.g. cyber security experts, academia personnel on cyber security etc.)

❖ Approximately 5 members per group

 Every group was shown a presentation about the tools and Privacy Flag followed by a live demo

 For the feedback a questionnaire was used, targeting a specific tool



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The Approach



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The feedback from users

-  Positive on both tools
-  Major interest on the Android App from the every day users
-  The more experienced or expert users showed more interest on the Privacy Flag Observatory
-  Most changes regarded visual aspects (color, order etc.)
-  Both expert and non-expert groups were intrigued by these tools and wanted to learn more about them and their use



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Conclusions

-  In nowadays users are getting more concerned about their online privacy
-  There is still a gap between the concern and the knowledge of what affects their privacy and data security
-  Users are interested in tools that help them to figure out issues on the protection and security of their data
-  Most of the time, users are not concerned about privacy
-  Increased level of awareness results to increased concern on privacy and security aspects.



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About Privacy Flag

-  Privacy Flag is an ongoing project and its tools are evolving based on the focus group feedback and the changes in technologies of security and privacy on the Internet
-  More information on project's site: <http://privacyflag.eu/>
-  Follow us on:
 - ❖ LinkedIn: <https://www.linkedin.com/groups/13518992>
 - ❖ Facebook: <https://www.facebook.com/privacyflag/>
 - ❖ Twitter: <https://twitter.com/privacyflag>



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