

During this survey you will be presented with a summary of a privacy policy. After reading the summary, you will be asked questions to gauge your understanding of the summary, how much you trust the summary, how much you would be willing to pay for similar summaries, how concerned you are about privacy, and some basic demographic information.

You will not be asked to share any personal information during the survey. You are in no way required to take this survey, and you may exit the survey at any time. This survey will take approximately 5 to 10 minutes to complete.

If you complete the survey you will be entered into a randomized drawing for a \$25 gift card to Amazon.com. This drawing will take place on May 31st, 2011 and the winner will be notified and provided with information on how to use the gift card by 5pm Central time on that date. Odds of winning this drawing will be approximately 1/200, depending on the number of responses to this survey.

In addition to the drawing, if you finish this survey you will be provided with information and links to tools intended to help you protect your online privacy.

*** 1. Do you consent to participation in this survey?**

 Yes

 No

When you have completed the questions on this page, please click the Next button.

The following is a summary of the privacy policy of BrandX's website.

This summary was written by a public university that is not affiliated with BrandX.

Use of Collected Information

BrandX will use information it collects about visitors in several ways. BrandX will combine information it has collected with information from other sites owned by its parent company, ParentCorp, as well as business partners and other third parties. Collected and combined information will be used by BrandX to customize its services to visitors, target advertising on BrandX's site to visitors, and measure the effectiveness of BrandX's services and advertising.

Sharing of Collected Information

Non-personal information about visitors to BrandX's site, such as visitor trends and statistics, may be shared with third parties for advertising and business analysis. BrandX will also share personal information about visitors, but only for specific reasons. Personal information will be shared with business partners or third parties in order to provide BrandX's service and advertising, manage BrandX's business, and to complete any purchases you wish to make on BrandX's site. However, these third parties are not allowed to use personal information about our visitors in any other way. BrandX will also share personal information about its visitors with other sites owned by its parent company, ParentCorp. When required by law, BrandX will share personal information about visitors in order to comply with judicial or law enforcement actions. Finally, in the event of a corporate transaction, such as a merger, sale, or bankruptcy of BrandX, personal information about visitors maybe shared to complete the corporate transaction.

Please answer the following questions based on the above summary for BrandX's privacy policy.

★ 1. Collected information will be used to customize BrandX's service to me.

☐ False

☐ True

★ 2. Who is BrandX's parent company?

☐ ParentCompany

☐ ParentCorp

☐ BrandX does not
have a parent company

☐ BrandY

☐ ParentX

★ 3. Will BrandX share personal information when needed to comply with judicial or law enforcement requirements?

☐ No

☐ Yes

When you have completed the questions on this page, please click the Next button.

The following are several statements about the privacy policy summary presented earlier, which was written by a public university. For each statement, please indicate how much you agree or disagree by clicking one of the five options to the right of the statement. When you are finished, please click "Next" at the bottom.

★ **1. How much do you agree or disagree with the following statements?**

| | Strongly Disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
|--|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| The public university is very capable of creating a summary for BrandX's privacy policy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The public university applied a strong sense of justice while writing the summary of BrandX's privacy policy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The public university will go out of its way to help me understand my online privacy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Creating a summary of BrandX's privacy policy shows that my needs and desires are very important to the public university. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The public university is well qualified to write a summary for BrandX's privacy policy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sound principles seem to guide the public university's writing of the summary of BrandX's privacy policy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I do not have to wonder whether the public university will accurately summarize BrandX's privacy policy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| In summarizing BrandX's privacy policy, the public university really looks out for what is important to me. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The public university has much knowledge about creating summaries of privacy policies. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I feel very confident about the public university's skills in writing a summary for BrandX's privacy policy. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| By summarizing BrandX's privacy policy, I feel that the public university is very concerned about my welfare. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The public university would not knowingly do anything to hurt me while writing a summary of BrandX's | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

privacy policy.

The public university has specialized capabilities that can help it write a summary for BrandX's privacy policy.

ja

ja

ja

ja

ja

When you have completed the questions on this page, please click the Next button.

★ 1. Assume that BrandX decides to offer its users access, for a fee, to a summary that a public university has written of its privacy policy. Would you be willing to pay some amount in the form of a fee added to BrandX's monthly service fee in order to access a summary of BrandX's privacy policy?

☐ Yes

☐ No

When you have completed the questions on this page, please click the Next button.

★ 1. Did you answer no because you think you should not have to pay for access to summaries of privacy policies?

 No

 Yes

When you have completed the questions on this page, please click the Next button.

★ 1. Please choose the value from the dropdown menu that is closest to the amount that you would pay, in the form of a fee added to BrandX's monthly access charges, to have a summary of BrandX's privacy policy provided to you while using BrandX's site?

When you have completed the questions on this page, please click the Next button.

The following are several statements about online privacy. For each statement, please indicate how much you agree or disagree by clicking one of the five options to the right of the statement. When you are finished, please click "Next" at the bottom.

★ **1. How much do you agree or disagree with the following statements?**

| | Strongly Disagree | Disagree | Neither agree nor disagree | Agree | Strongly Agree |
|---|-----------------------|-----------------------|----------------------------|-----------------------|-----------------------|
| When people give personal information to a company for some reason, the company should never use the information for any other reason. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Companies should never sell the personal information in their computer databases to other companies. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Companies should not use personal information for any purpose unless it has been authorized by the individuals who provided the information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Companies should never share personal information with other companies unless it has been authorized by the individuals who provided the information. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

When you have completed the questions on this page, please click the Next button.

1. What is your age?

Age

2. Are you female or male?

☐ Male

☐ Female

3. Are you an undergraduate or a graduate student?

☐ Undergraduate

☐ Graduate

4. Please indicate the highest level of education completed by either of your parents.

☐ Less than high school

☐ Some high school

☐ High school (including GED)

☐ Some college (includes Associate Degree)

☐ College graduate (BS, BA, etc...)

☐ Some graduate school

☐ Graduate degree (MA, MS, PhD, JD, MD, etc...)

When you have completed the questions on this page, please click the Next button.

Thank you for participating in this survey. Below is some information on how to protect your privacy online.

You must click the "Done" button at the bottom to actually complete the survey and be entered into the Amazon Gift Card drawing.

What is 'Opting-Out'?

The basic idea is that if you tell sites or advertising networks that you do not want to be tracked, they won't track you. Many websites and ad networks let you opt-out of tracking by clicking a link and/or following instructions provided in their privacy policies. By opting-out, the site or network will put a cookie on your computer instructing the site's or network's ads and code to not track you. Manually opting-out of tracking and managing those opt-out cookies can be hard, but fortunately some of the tools described below automate the process and make opting-out much easier.

What are 'Trackers'?

Sites and networks use a number of methods, collectively called 'trackers', to track your browsing habits and send that collected information back to their servers. Some of the methods include various types of cookies (browser cookies, flash cookies, java script cookies, etc...) and web bugs – very small images that you can not see but that can be used to let a site or network know that you have visited a particular website.

Tools

Ghostery – Available for Internet Explorer, Firefox, Safari, and Opera, Ghostery is a plugin which prevents trackers from running in your browser and sending information back to sites and ad networks. You can download it at <http://www.ghostery.com/>.

BetterPrivacy – This is a Firefox plugin that deletes sophisticated cookies known as Super-Cookies. Super-Cookies work by storing information in many different places on your computer, and can be frustratingly hard (or impossible) to get rid of on your own. You can install BetterPrivacy [here](#).

TACO – Targeted Advertising Cookie Opt-Out (TACO) is a Firefox plugin that automatically opts you out of tracking from over 100 websites and ad networks by maintaining opt-out cookies on your computer. Older versions of TACO (available [here](#)) just set opt-out cookies, while newer versions (available [here](#)) are combined with additional privacy tools to create a Swiss Army Knife of privacy. Those using the older version of TACO may wish to install Ghostery to take care of trackers, while those who download the newer version can block trackers by opening TACO's options, selecting the "Opt-Out & Block" tab, and then choosing to block all of the web tracking categories listed.
