

Product Privacy Journey

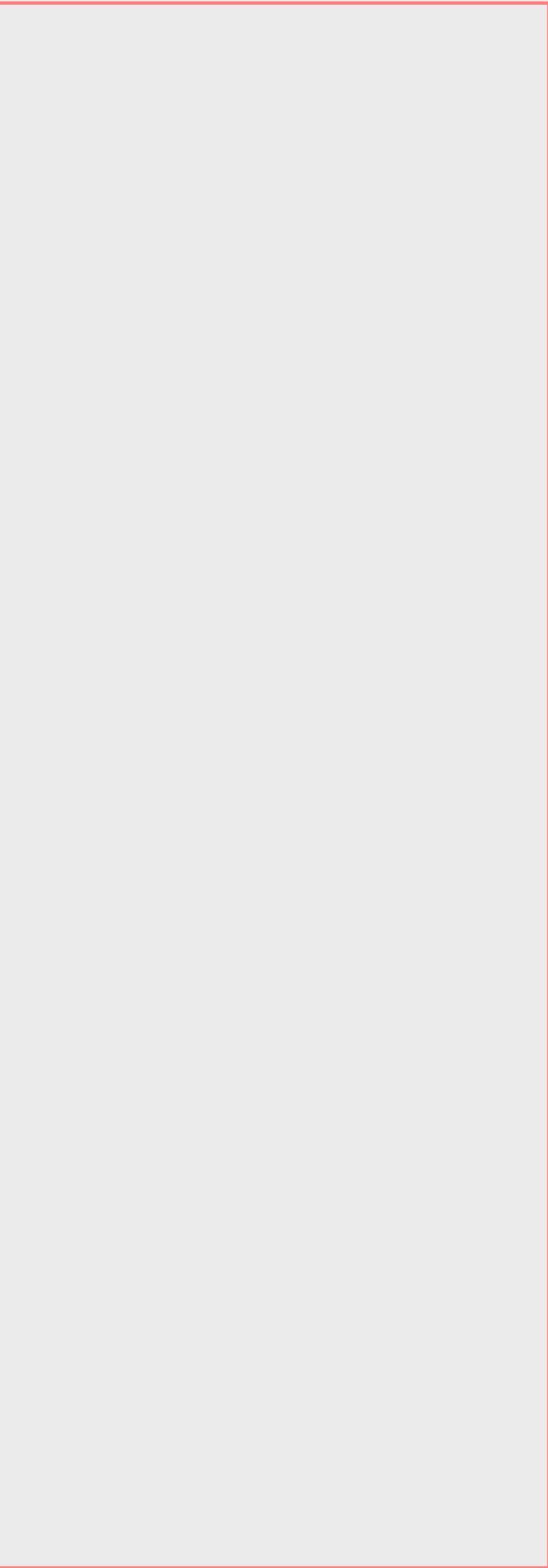
Towards a Product Centric Privacy Engineering Framework

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Why a Product centric approach?
Instead of compliance, design,
engineering or even user focused

It must be a return to Renaissance

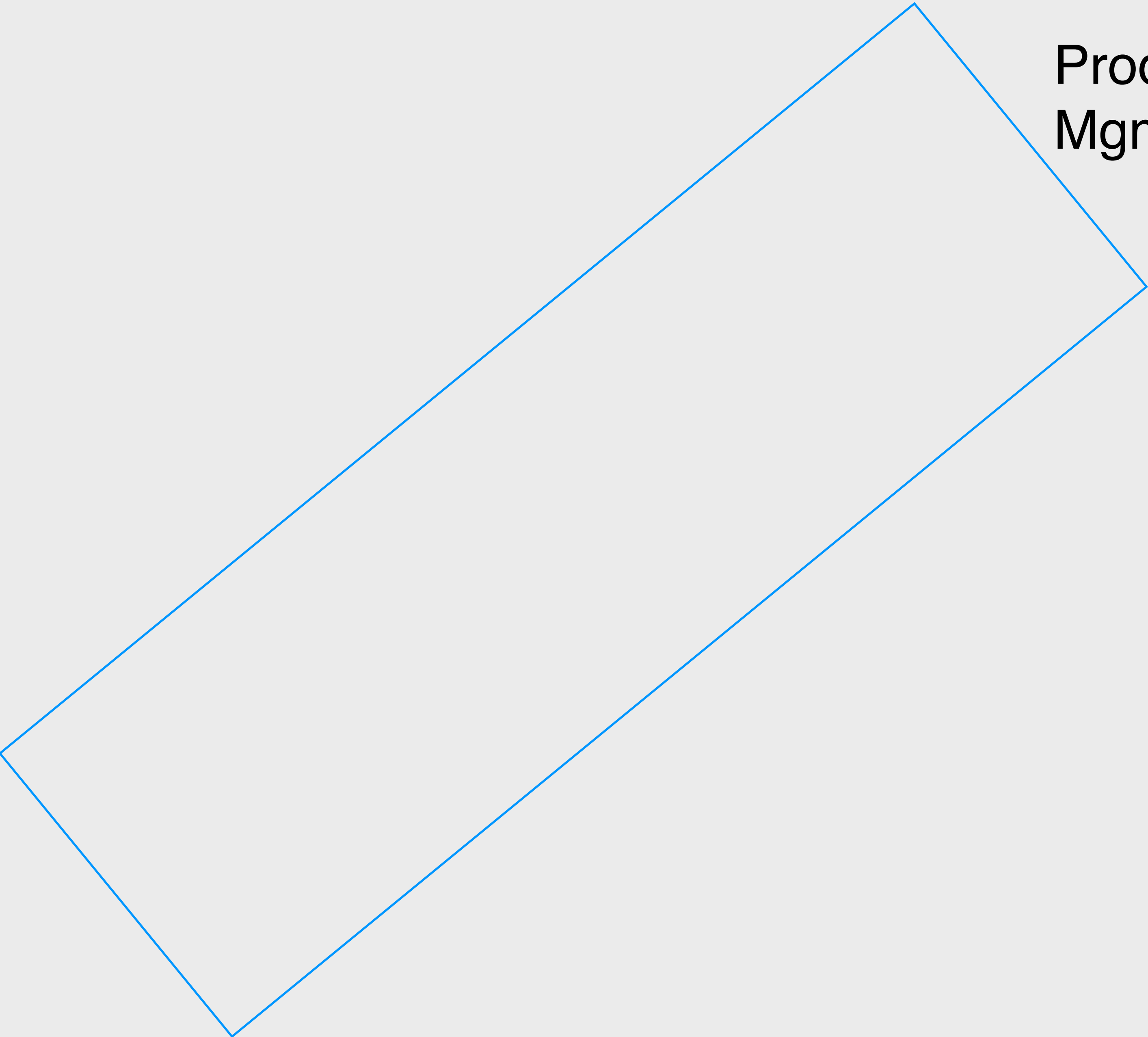
Product Privacy Journey



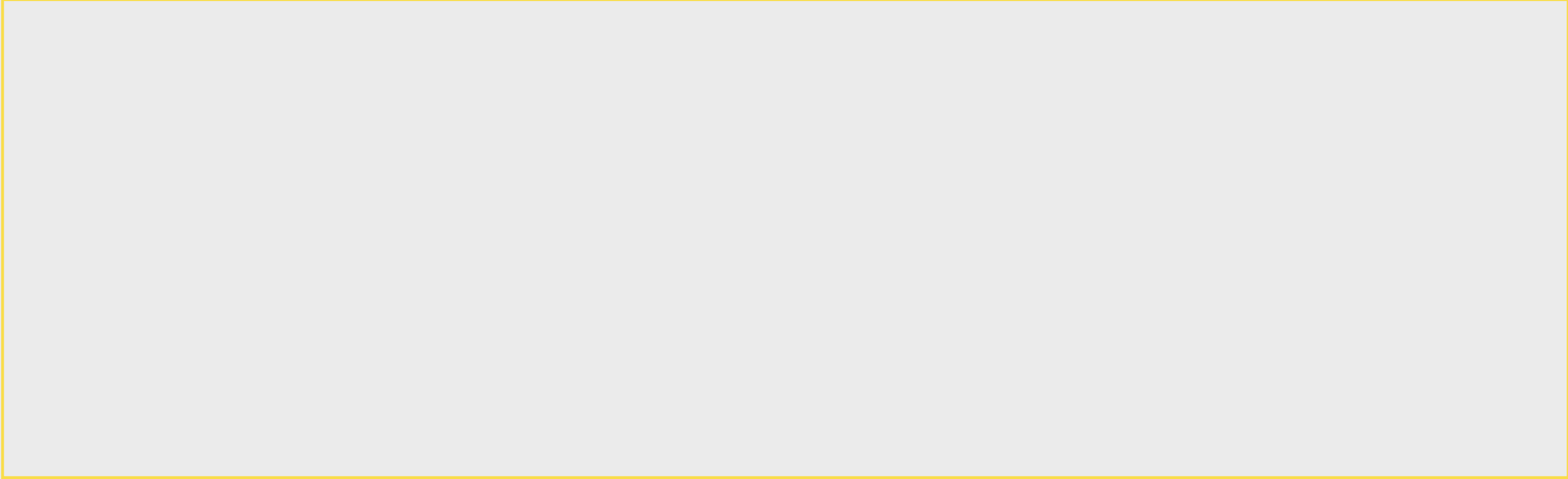
Technology

Product Privacy Journey

Product
Mgmt



Design

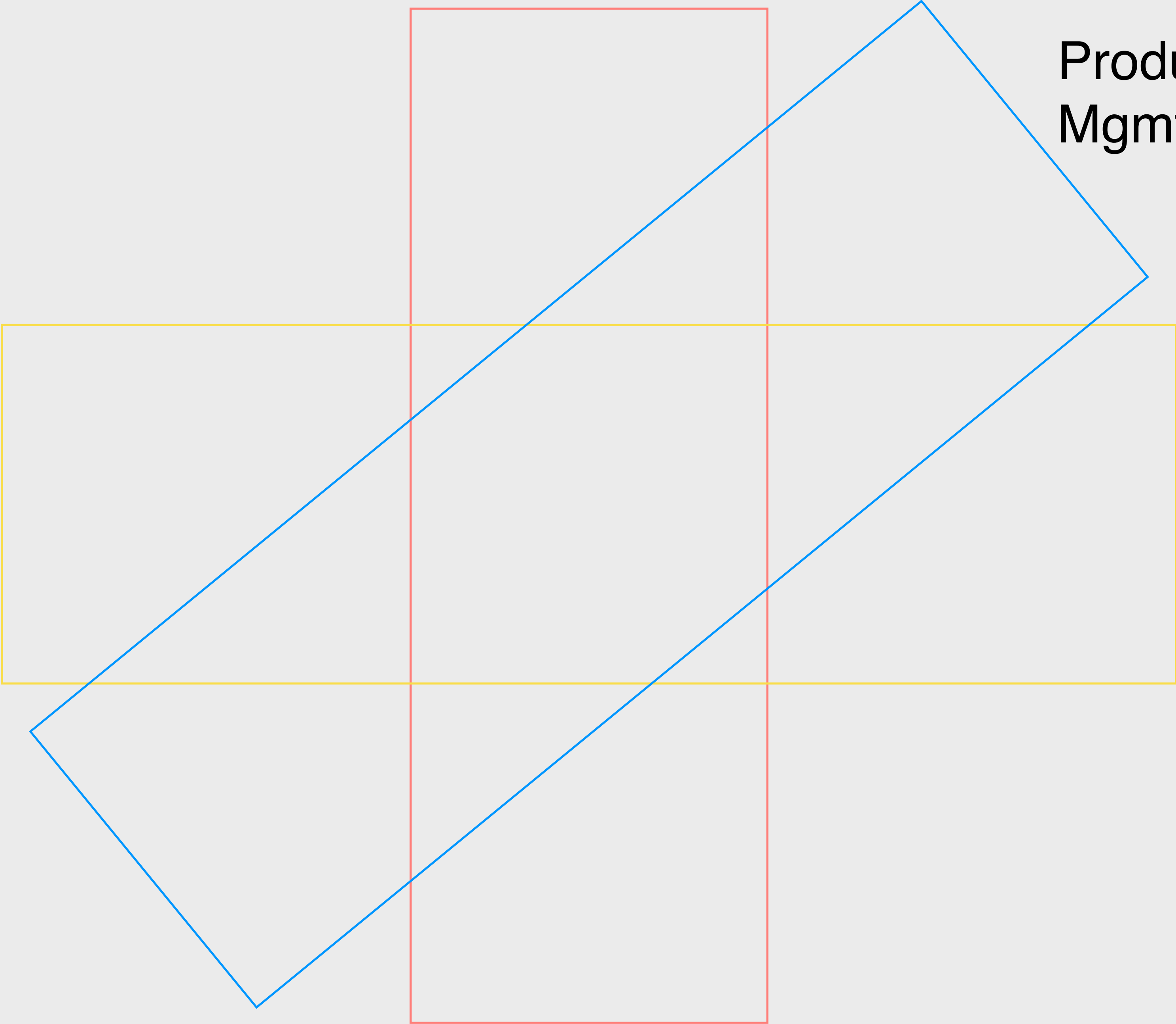


Product Privacy Journey

Product
Mgmt

Design

Technology



It is not about compliance, design, technology,
or user-centred approach



Everything matters

Product Privacy Principles

Creating Products that respect personal data

Privacy by Design

The 7 Foundational Principles Implementation and Mapping of Fair Information Practices
Ann Cavoukian

Data Ethics

What is data ethics?

Luciano Floridi and Mariarosaria Taddeo

Philosophical Transactions of The Royal Society A Mathematical Physical and Engineering Sciences

Qualitative Experience

01

No choice is forever

04

**Plain language
empowers**

02

Context is Key

05

Tricks erode trust

03

**Sharing should add
value**

06

**Personal data belongs
to individuals**

No choice is forever

We know that people can change their minds. Create data sharing controls that are easy to find and adjust

No one uses privacy settings

User-centric privacy: designing effective privacy protections

Florian Schaub

2019 USENIX Conference on Privacy Engineering Practice and Respect



Personalize your inspiration

Share your browsing history for more personalized recommendations.



Shop by room

All

Living room

Bedroom

Ba



IKEA Mobile APP



Personalize your inspiration

Share your browsing history for more personalized recommendations.



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IKEA Mobile APP

Context is Key

Pay attention to timing. Ask for permission to share and store data at moments in the experience where the consequences are most relevant and obvious to users

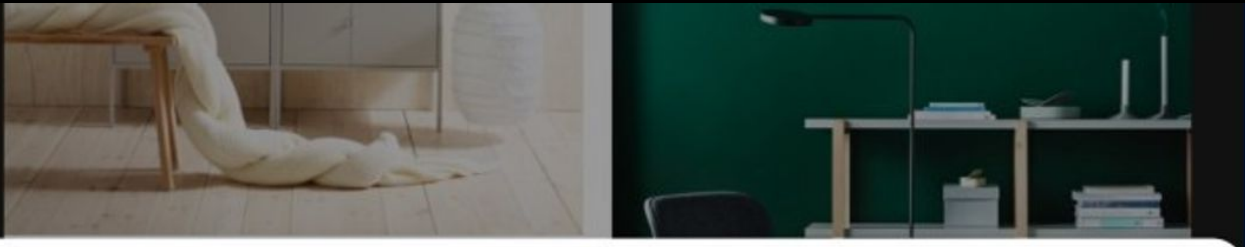
Make sure permission requests occur only when people are using features that clearly need personal data

Human Interface Guidelines: Requesting Permission

Apple

Sharing should add value

Choosing to share the consumer's data can enhance an experience, even though it's not required. We must create experiences that work well whether or not the consumer share personal data



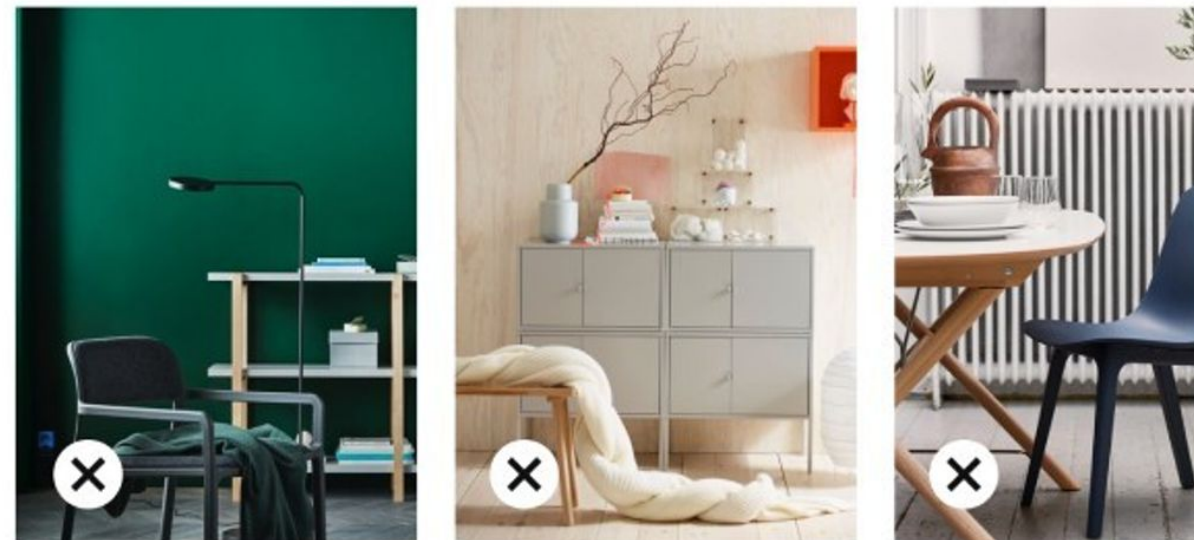
Your data controls

Private session



Shop the look works with your data

Your recommendations are based on search, favorites, answers to quizzes, and other shopping activity.



[See all data controls](#)

Plain language empowers
Favor commonly used terms over
jargon. Use straightforward language
to help people understand which data
they're sharing and with whom

Tricks erode trust

Don't try to manipulate people's decisions around privacy. Avoid leading statements or dark design patterns. Opting out of sharing personal data should be easy

It is possible that users lose trust in the system over time when they realize they are being manipulated into clicking on ads

Dark Patterns: Past, Present, and Future

Arvind Narayanan, Arunesh Mathur, Marshini Chetty, and Mihir Kshirsagar

ACM Queue 18(2):67-92

Personal data belongs to individuals
We let users control what happens.
Show people what data we're
collecting, why we collect it, and give
them the option to delete their data

A consumer shall have the right to request that a business delete any personal information about the consumer which the business has collected from the consumer

California Consumer Privacy Act
Right to delete

Product Privacy Journey

Applying Privacy in the product Journey

Prioritize privacy issues in every phase of product development

Product Privacy Journey

01

Inspire

02

Acknowledge

03

Conceive

04

Implement

05

Validate

Inspire

Understand how the product and privacy inspires the consumers



Privacy

matters

AdWeek: Apple Keeps Beating the Privacy Drum in Relatable, Clever iPhone Ad

Take control of your data

See how sharing personal information can make your experience simpler and smarter.



What data we collect and why

[Learn more](#)



I have read and understood [IKEA's privacy policy](#)

Acknowledge

Understand what are the consumers and the company expectations, and what are the privacy trade offs

Acknowledge

Pay attention to

Consumer Privacy Perspective

Organization Privacy Expectations

Privacy Law Requirements

What to expect to have in the end

Privacy Requirements Mapped in Product Features

Privacy Metrics

Conceive

Design the product with privacy requirements in mind avoiding the privacy dark patterns and the risks of having the data leaked

Conceive

Pay attention to

Avoid Dark Patterns

Product Privacy Journey Principles

What to expect to have in the end

Data Controls

Visual Components

Implement

Implement privacy by pushing boundaries to develop products that are privacy and security ready from the ground up, not only focusing on just adhering to standards

Implement

Pay attention to

Privacy Infrastructure

Information Security Guidelines

Product Privacy Journey Principles

Tech Privacy Considerations

What to expect to have in the end

Improved Privacy Infrastructure

Privacy Components Implemented

Validate

Validate and measure the final solution making sure it is following all privacy and security requirements

Validate

Pay attention to

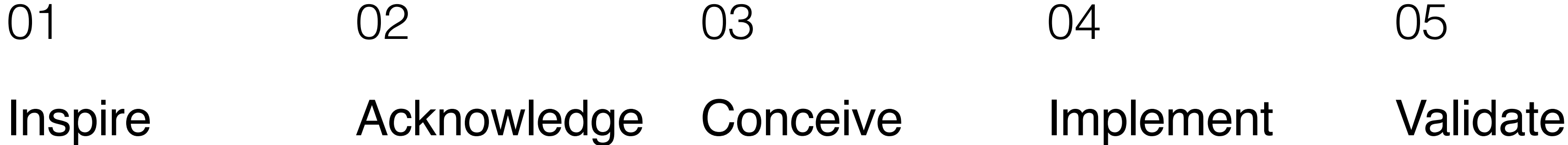
Usability tests to check clarity of privacy controls

Check if privacy and security measures meet privacy law requirements

What to expect to have in the end

Verify if the measured metrics are aligned with the Privacy KPIs

Product Privacy Journey



Privacy Vision

Consumer Privacy Perspective

Organization Privacy Expectations

Privacy Law Requirements

Avoid Dark Patterns

Product Privacy Journey Principles

Privacy Infrastructure

Information Security

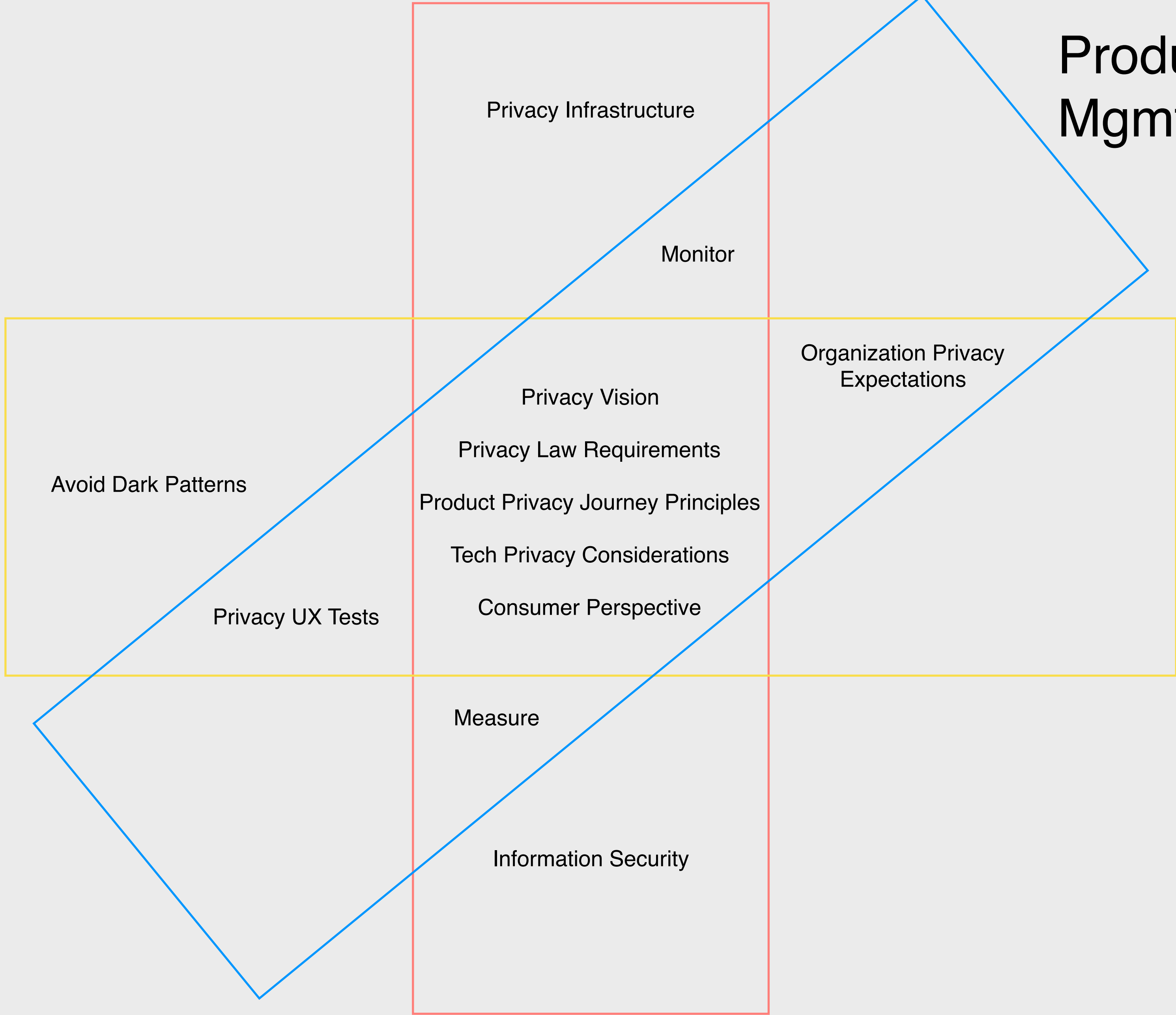
Product Privacy Journey Principles

Check that privacy and security measures meet privacy law requirements

Run usability tests to check clarity of privacy controls

Design

Technology



Thank you