

User Comprehension of Technical Terms in Privacy Policies and Expectations of the Privacy Protection Law in Japan

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Research Objectives

- To identify **Japanese users' comprehension of technical terms** used in privacy policies (replication[†])
- To identify **Japanese users' expectations of the privacy protection law** (original)

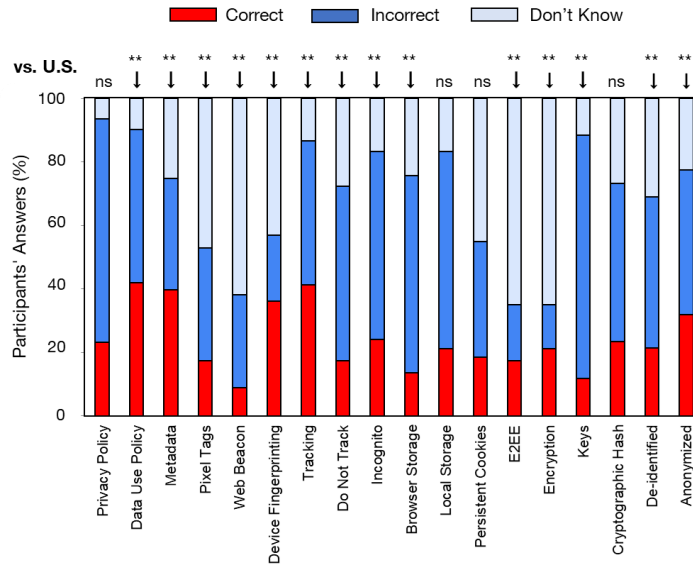
[†]Jenny Tang, Hannah Shoemaker, Ada Lerner, and Eleanor Birrell. Defining privacy: How users interpret technical terms in privacy policies. (PETS2021)

Methods

Online survey of Japanese users ($N = 362$)

- Definitions of technical terms (select the best description)
- Acceptance of policies (tech terms vs. non-tech lang.)
- Expectations of Japanese privacy protection law

Results: Technical Terms



- Japanese participants had significantly lower accuracy than U.S. participants for 14/18 terms.
- The use of “*data use policy*” instead of “*privacy policy*” may not be effective in Japan. They characterized these terms as guaranteeing data protection, confidentiality, or consent.
- The use of technical terms in policies significantly affected Japanese participants' acceptance rate.

Results: Protection Law

Data transfer to foreign third parties	Prohibited	13.5%
	Not allowed to unauthorize countries	13.5%
	✓ Allowed with appropriate informed consent	49.2%
	Allowed without user consent	1.9%
Data usage of users with no accounts	I don't know	21.8%
	Cannot collect	9.4%
	Can collect but cannot utilize	40.6%
	✓ Can collect and utilize as described in privacy policies	34.3%
	I don't know	15.7%

✓ The bold items indicate the best description.

- They thought that the law provides stricter protection than it actually does.
- They have incorrect expectations of what information is considered “sensitive personal information.”

Discussion

- Carefully designed support is needed to address users' incorrect expectations (e.g., highlighting items in privacy policies).
- This support may need to be tailored to each country's users. We will further explore users' (mis)conceptions in a range of countries.