

1 INTRODUCTION

Today More personal data than ever before is being collected.

The General Data Protection Regulation (GDPR) aims to strengthen the rights of consumers.

But it is unclear how GDPR can be concretely implemented.

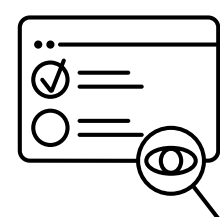
2 METHODOLOGY

Qualitative user research:

1. 13 semi-structured interviews about the use of loyalty cards and expectations of the GDPR.



2. Observations of users while they requested their data and follow-up interviews.



3. Collaborative session with participants to explore and interpret the data.

3 WHY A LOYALTY CARD?

"EVERY TIME YOU GO SHOPPING, YOU'RE ASKED IF YOU HAVE A CARD. A CARD SEEMS A NICER ANSWER THAN A 'NO'." (P5)

4 WHAT DOES GDPR OFFER TO YOU?

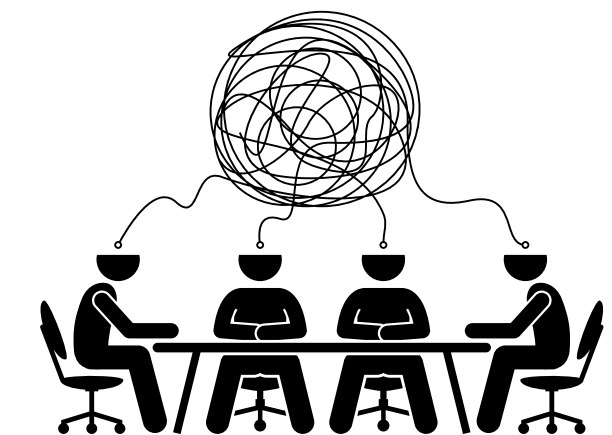
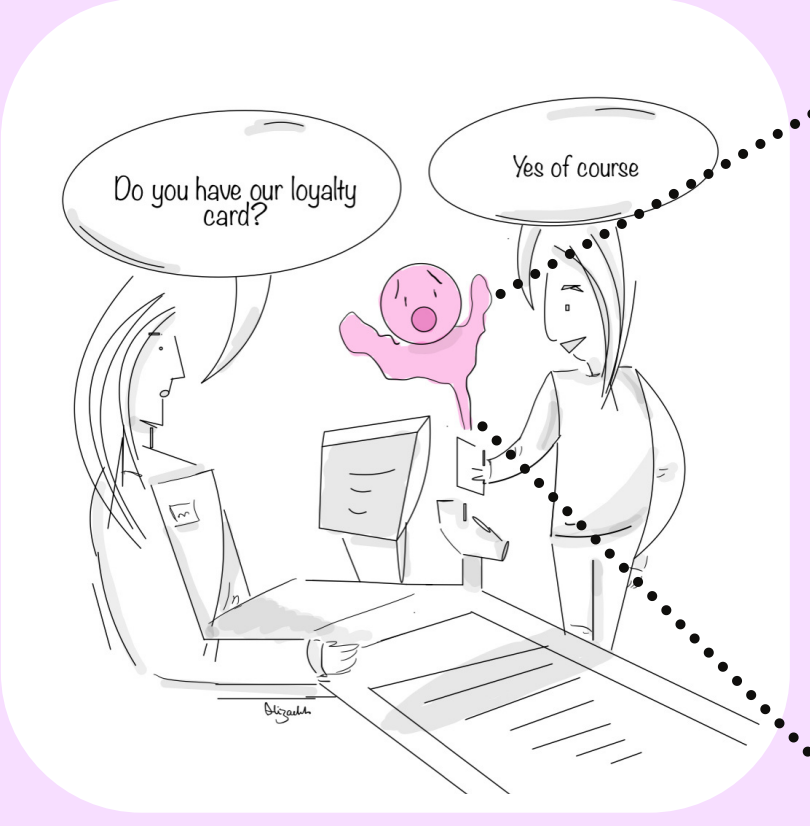
"I FIND THE GDPR A BIT OVER THE TOP. THE KINDERGARTEN PHOTOGRAPHERS NO LONGER WORK IN KINDERGARTEN BECAUSE OF THE NEW DATA PROTECTION REGULATIONS, I THINK THAT'S TOO EXTREME." (P7)



7 DISCUSSION

The data takeouts from the loyalty cards do not confirm cardholders' expectations of transparency (they do not indicate the individual items that were purchased).

The data takeout only delivers what users know anyway. It was more interesting for the participants to know how data could be used for specific purposes.

| Personal data on the main collector | | | | | | | |
|-------------------------------------|------------|--|--|--|--|--|--|
| Number of the main card | | | | | | | |
| Status of the PAYBACK account | | | | | | | |
| Status of the card | | | | | | | |
| Card issuing partner | | | | | | | |
| Member status | | | | | | | |
| Date of application | | | | | | | |
| Registration channel | | | | | | | |
| Mr./Mrs. | | | | | | | |
| First name | | | | | | | |
| Last name | | | | | | | |
| Gender | | | | | | | |
| Date of birth | | | | | | | |
| Address | | | | | | | |
| Address valid since | 13.07.2018 | | | | | | |
| Contact data | | | | | | | |
| email valid since | 13.07.2018 | | | | | | |

| Card number | Date of transaction | Date of processing | Points | Scoreable amount | Amount | Partner | Promotion |
|-------------|---------------------|---------------------|--------|------------------|---------|----------------|----------------|
| - | 20.04.2019 19:43 | 20.04.2019 19:43 | 8.0 | 17.57 € | 17.57 € | PETZ REWE | Collect points |
| - | 11.04.2019 10:30 | 12.04.2019 21:07 | 8.0 | 8.49 € | 8.49 € | Burger King | Collect points |

5 WHAT DO YOU EXPECT FROM THE DATA TAKEOUTS?

"CUSTOMER FRIENDLY TO ME WOULD BE, IF I CAN LOG IN TO THE SYSTEM AND JUST HAVE ALL THE INFORMATION DISPLAYED, NOT RECEIVED BY EMAIL OR POST." (P1)



6 HOW DO YOU EVALUATE YOUR DATA TAKEOUTS?

"I THOUGHT PURCHASED ITEMS WERE COLLECTED BECAUSE I COLLECT DIFFERENT POINTS FOR DIFFERENT ITEMS." (P9)



8 CONCLUSION

Data takeouts should provide more detailed information and inform data subjects about the purpose of data collection to avoid mistrust.

CONTACT

We are developing a platform in which data takeouts are visualized to help users interpret and understand them. You can contact us to find out more:

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