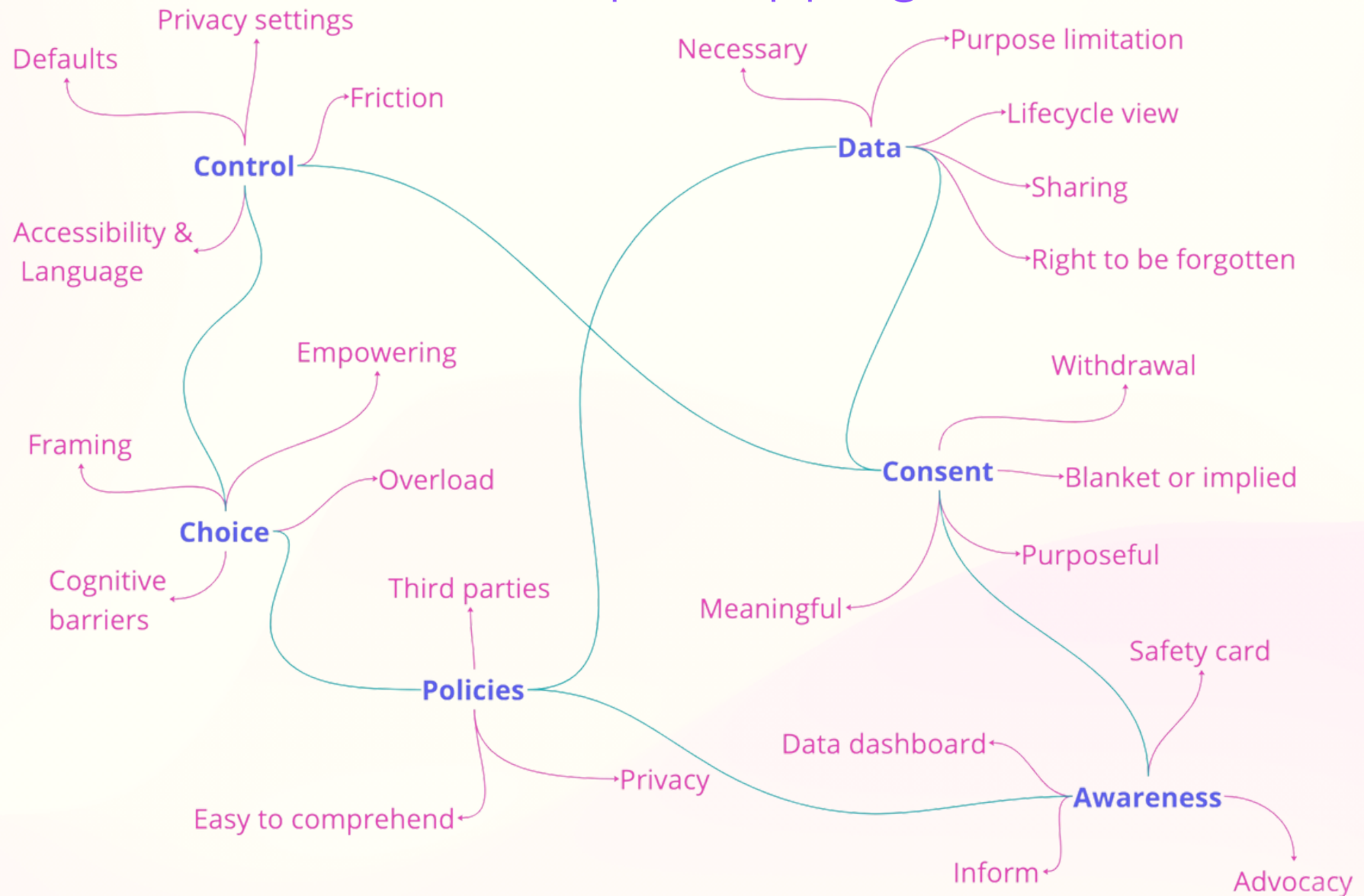


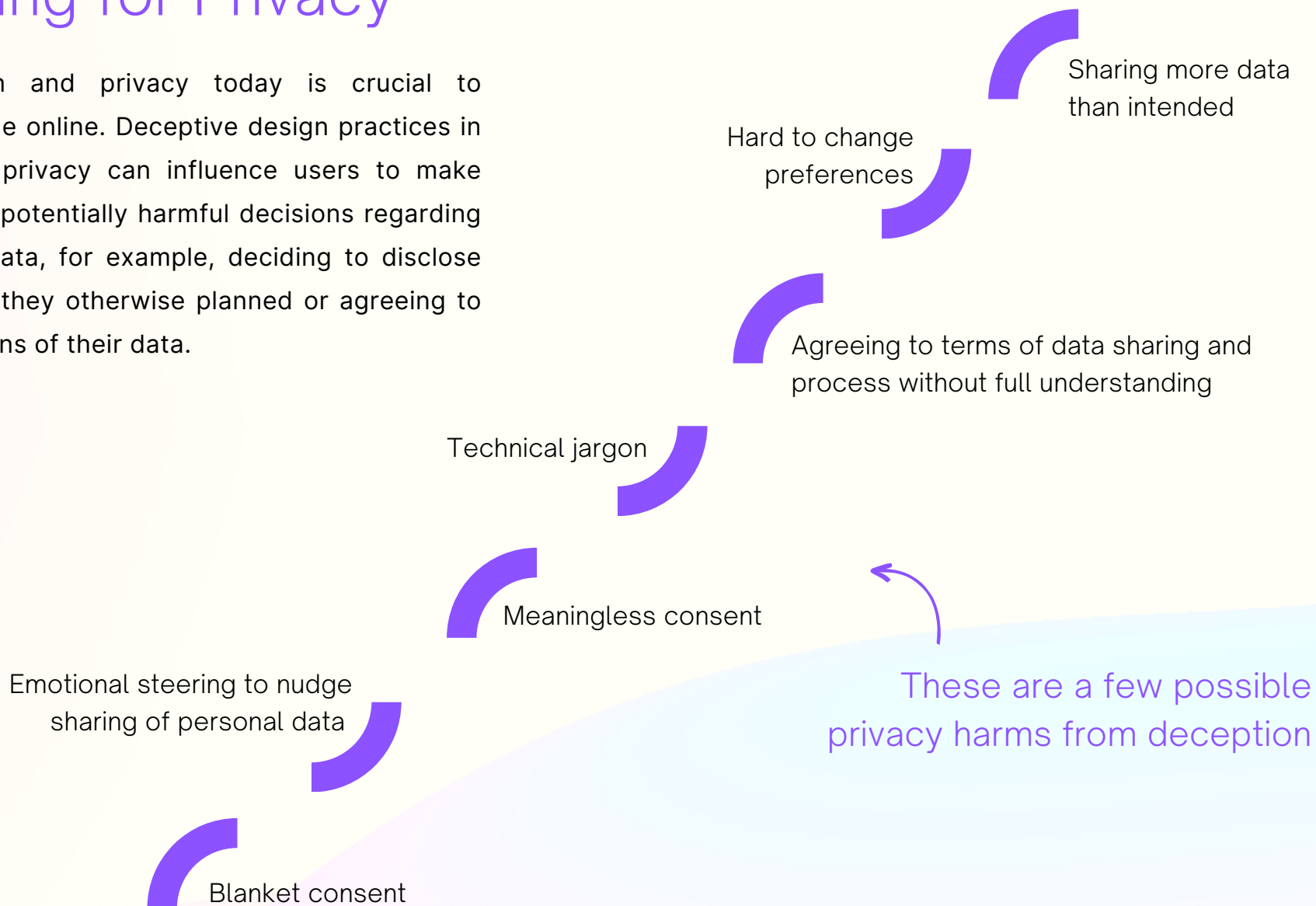
# 04 Designing for Privacy

# Concept mapping



# Designing for Privacy

Data protection and privacy today is crucial to protecting people online. Deceptive design practices in the context of privacy can influence users to make unintended and potentially harmful decisions regarding their personal data, for example, deciding to disclose more data than they otherwise planned or agreeing to limited protections of their data.



In this section, let's explore some ways in which privacy-friendly design can be evolved and adopted.

## Can I control my data?

Does your user feel like they have control over their data? Creating a sense of ownership of data includes several elements of text as well as design of an interface. From onboarding to offboarding a customer, control and ownership of data is a result of both the design as well as the language used across the product or service. Let's break down some key components:

### What's your default?

Defaults are powerful ways of building trust and safety for a user. Making privacy a default tells the user that you care about their data, and they do not need to be on guard for the rest of their customer journey on your service. Privacy by default is the future of digital design given policy changes and regulations such as the GDPR, as well as the greater demand from consumers worldwide.

Along with defaults, it is important to make it easy for users to change their preferences and privacy settings.

Let's face it, no one likes hunting for the settings page and friction in discovery never feels good. Since data collection is often dynamic across a product or service, informing the user about what data is being used can come in handy. Create symmetry between options given to users in order to facilitate true choice.

### Consent: From friction.. to fun?

Consent is a tool used online by business to provide user agency to pick what they want and decide how much data they are willing to share. Consent has become the most common way by which products provide users with agency to pick what they want, and decide what data they are willing to share. However, the design of interfaces dealing with consent often ends up becoming deceptive, incomprehensible, or frictionful to users, coming in the way of a wholesome digital experience.

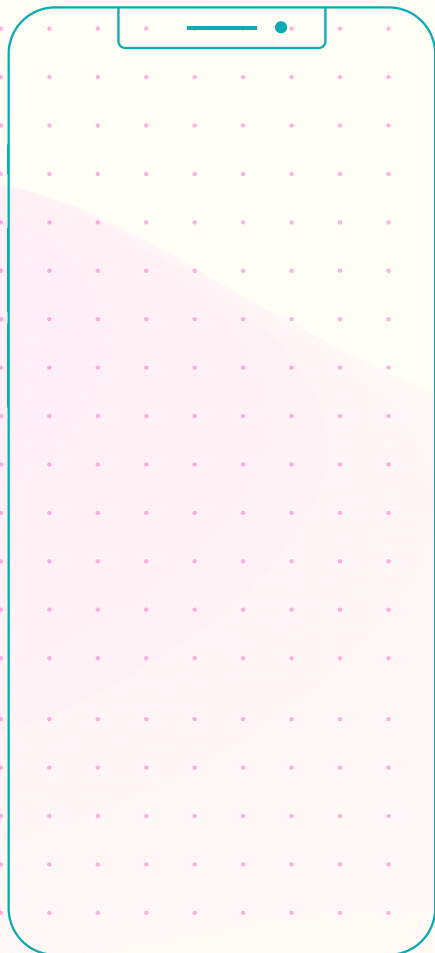
Here's a thought- what if we put on our designer hat while creating new interfaces for consent and privacy settings? Ways of design which help us create greater engagement can be deployed to make consent more meaningful, and fun. Simply put, what if consent were not friction, but play?

# Consent as Play

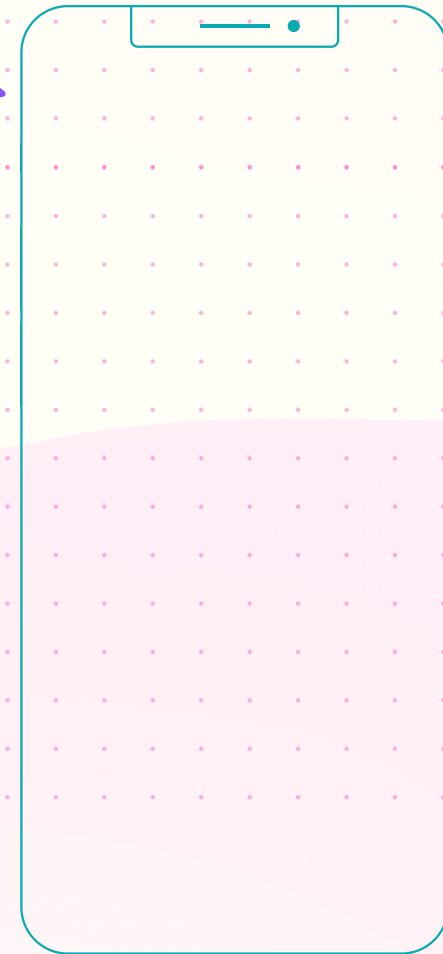
## Activity :

The standard consent architecture cause information overload. Use the screens below to design a more playful, engaging and attention-seeking consent flow.

A  
C  
T  
I  
V  
I  
T  
Y



*Create a terms and conditions interface (could be video/audio) which your user simply cannot scroll past. Use gamification to make consent more engaging and easy for your users*



## Consent is not a one-time-thing

Consent online is also not a one time thing- just like everywhere else. If a meaningful consent architecture exists in the front end, supplanting it with data best practices which are in alignment with global standards for privacy and data protection is essential.

Withdrawing consent can be made as easy as it is to gain consent. Fun and intuitive ways of navigating consent can help users understand as well as enjoy their experience with products.

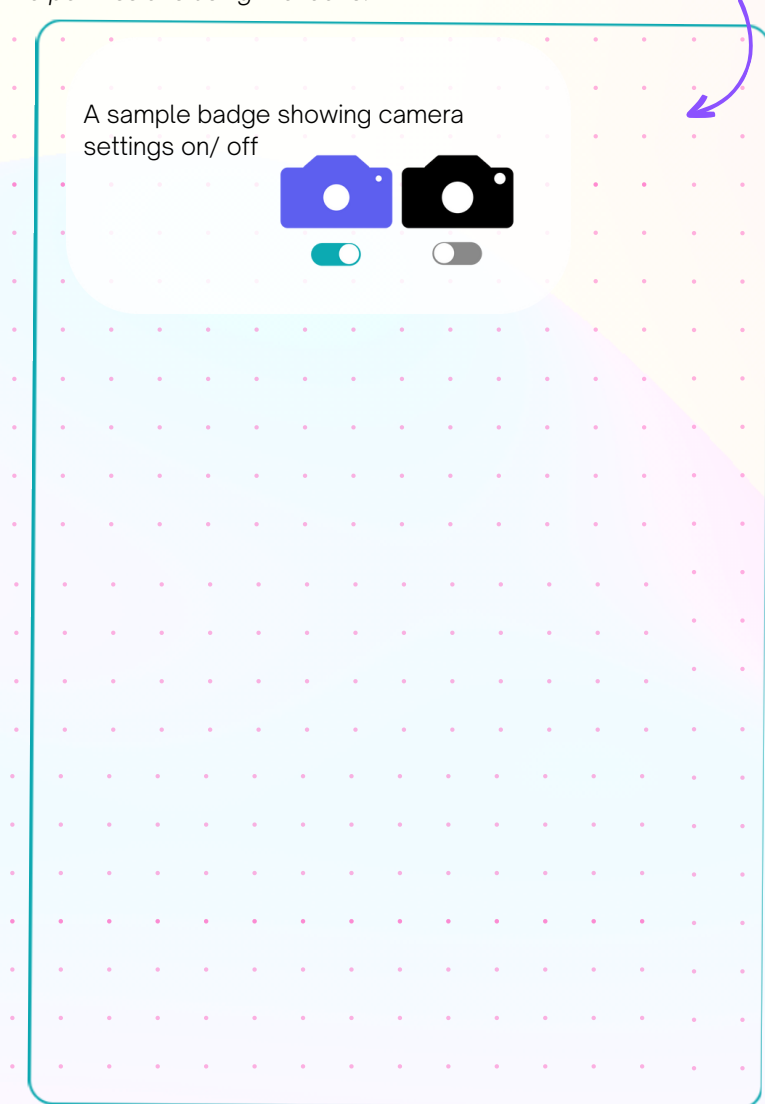
## Complex things, easily explained

Copy is as important as design architecture. Making sure that there is no manipulation or nudging in the text or copy linked to consent and data practices can go a long way.

Privacy policies are usually long, incomprehensible and cause information overload to the user. Making privacy and data options available in multiple languages, and using visual cues to communicate complex processes, and using easy language can go a long way in creating trusted experiences.

## Activity :

Design icons/ badges that can be used across app screens which inform the user what permissions are active at each level and allows them to turn off the permissions using the icons.



A  
C  
T  
I  
V  
I  
T  
Y

# What are you doing with my data?

## Can the person on the street understand your privacy policy?

Using plain language to communicate privacy policies makes it accessible to users across a wide range of contexts. This helps customers understand what you seek, why, and who else can see what you collect. One way to do this is to create privacy policies which are easy to understand, as well as easy to navigate.

## Purpose limitations can be easy

Purpose limitation is nothing but telling someone why you need specific information, and limiting the use of that information to the stated purpose. If you go to a store to buy a pair of socks, and the cashier asks for your mobile number, you'd like to know why. You'd also like to know what the store intends to do with your number and who else they will share it with. Digital experiences can feel as simple.

Giving users information about what happens to the data throughout its lifecycle right from data collection, storage, sharing, service provision, etc is important. Purpose limitation also means that unless explicitly stated, a user's data will not be used for any other purpose. Just like knowing that the cashier needs your card number for payments, and your phone number for easy exchange of your shoes makes shopping a better experience.

## Collect only what you need

Called data minimisation by privacy experts, collecting only the data which is necessary for you to offer services to the customer, especially with regards to personal data goes hand in hand with purpose limitation.

**Collect only the data you need**

**Communicate what data you collect  
& why**

**Delete the data when  
asked**

## Third parties and where to find them

Transparency and openness also extends beyond your product to other entities you share data with. Disclosures about what data is being shared by third parties, and for what purpose should be easily discoverable for your user.

## How do I exercise my rights?

Your user's personal data rights are meaningless if your interface provides no way for the user to exercise them. This means not just providing users information about data collection, usage and processing, but also include:

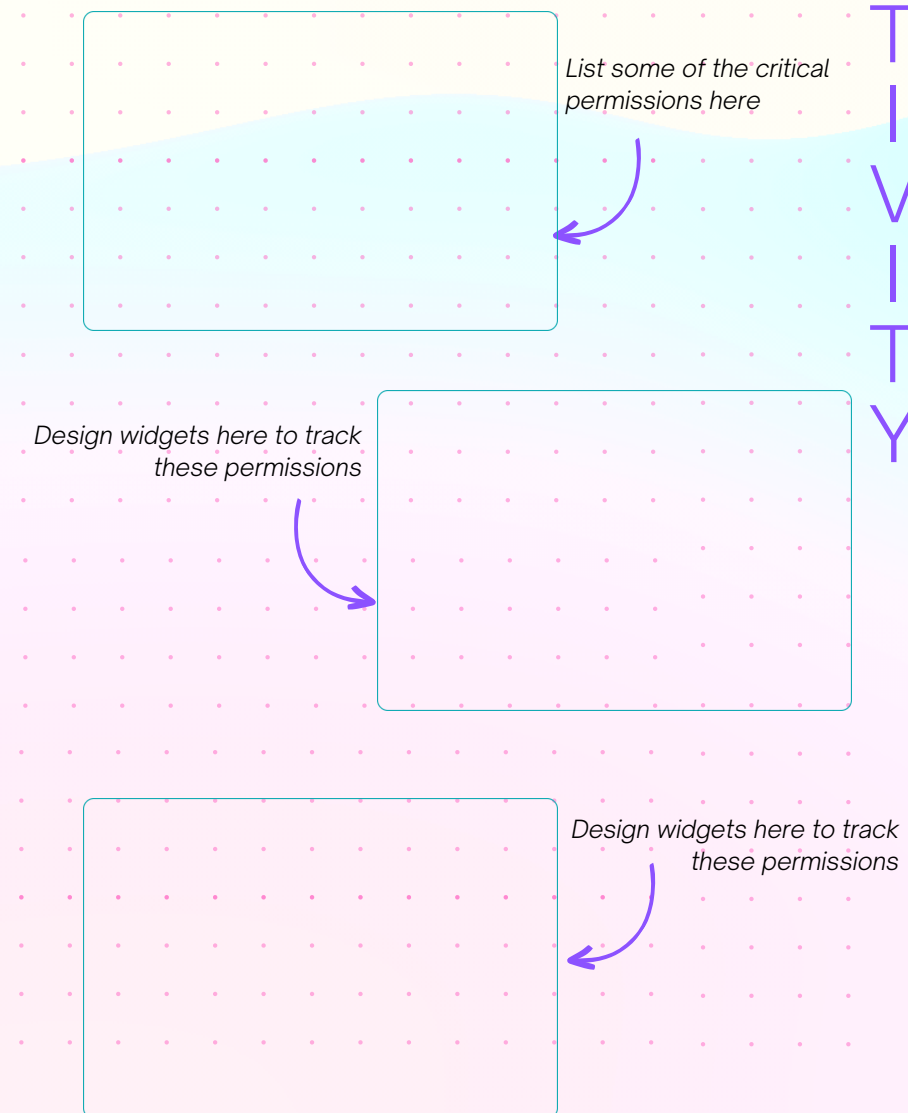
- a lifecycle view of data
- the freedom to retract consent at any time
- choose or prevent sharing with third parties
- pressing the delete button and exercise the right to be forgotten.

## Do I have the remote control?

Having the remote control means that your user can control your data from collection to deletion. The aforementioned components all come together to create the sense of control and ownership over one's data, and this builds trust in the digital products you design.

## Activity :

Design widgets for your home screen to track default permission activity. These widgets can show all critical permissions which are active and which apps are using it..





# Where are my choices?

## Designing for choice

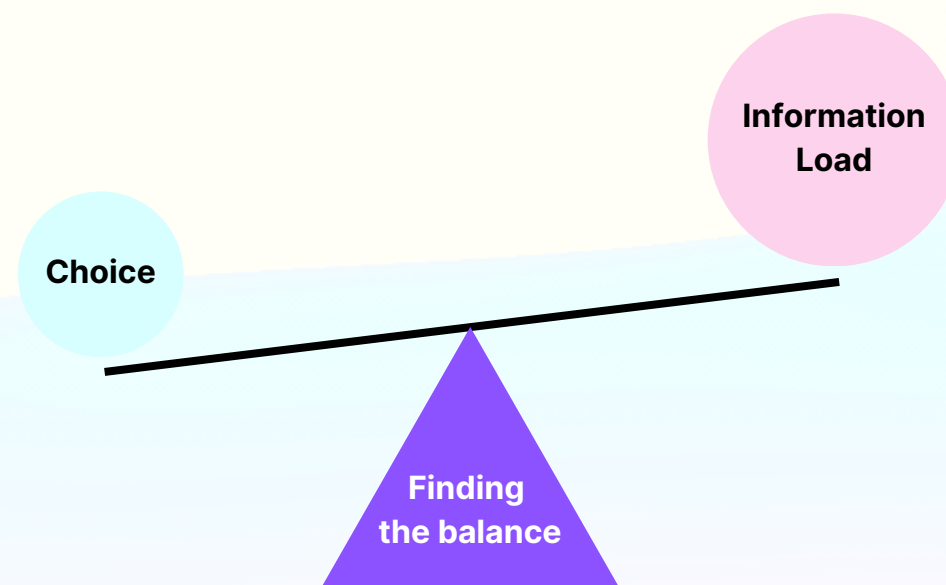
Having choices and the ability to pick what you want is central to meaningful online experiences. Use visual signifiers which make choices prominent, without preselections or visual anchoring to nudge your user to pick one choice over the other. Empowering designs which use visual signifiers to make choices prominent, without pre-selections or visual anchoring to nudge the user to pick one option over the other. Finally, accessible language and intuitive flows can facilitate meaningful choice.

## More choice does not mean overwhelming your user

Providing an umpteen number of choices to the user may result in cognitive overload and may lead to negative outcomes. Information regarding options can be broken down into smaller chunks, or intuitively collected together to facilitate the right mix of information and choice. Choice should not come at the cost of cognitive overload and exhaustion.

## How you frame the options matters

Framing is a form of cognitive barrier which influences decision-making based on how the opportunities are presented to us as human beings. When the positives are highlighted and the negatives (harms and risks ) are downplayed or not displayed prominently, it skews user preference in favour of options which may not work for them,. Avoid framing with urgency, loss or emotional appeals.



# Be an awareness champion

## Make privacy a feature

Creating user awareness around data and privacy can be a feature that makes your product/company stand out in a crowd. DuckDuckGo and Apple are some examples from the technology industry which have made a mark by positioning privacy as a feature, and running campaigns which raise awareness.

Simple ways to make privacy a feature include creating personal data dashboards for users to easily visualise and track their data amidst the bewildering complexity of online engagements. Campaigns or re-designing interfaces which use the opportunity to inform the user while engaging with your products can be considered.