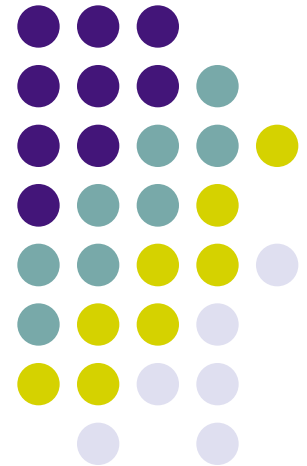
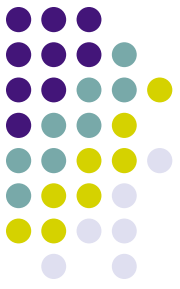


# The Non-Transparency of Key Online Words

Joseph Turow  
Annenberg School for Communication  
University of Pennsylvania

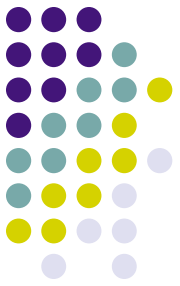


**Marketers are using words and actions aimed at calming publics over privacy but that actually change the words' meanings.**



- *Privacy policy*
- *Location tracking*
- *Do Not Track icon*

# Privacy policy Question--2012



	TRUE	FALSE	DON' T KNOW	REFUSED
If a website has a privacy policy, the site cannot share information about you with other companies, unless you give the website your permission.	54	29	17	*

Question asked by Princeton Research Associates International of a national wireline and cell telephone survey of 1,503 adult Americans during April and May, 2012. For more on the method, see Turow, Delli Carpini, Draper, and Howard-Williams, "Americans Roundly Reject Tailored Political Advertising," Annenberg School for Communication, University of Pennsylvania, July 2012: [http://www.asc.upenn.edu/news/Turow\\_Tailored\\_Political\\_Advertising.pdf](http://www.asc.upenn.edu/news/Turow_Tailored_Political_Advertising.pdf)



**Table 2: Please Tell Me Whether Or Not You Want Websites You Visit to... (N=1,503)\***

	No, Would Not (%)	Yes, Would (%)	Maybe/ DK (%)	No, Would Not, in 2009 (%)
Show you ads for products and services that are tailored to your interests.	61	37	2	66 **
Give you discounts that are tailored to your interests.	46	53	1	49
Show you news that is tailored to your interests.	56	42	1	57
Show you political ads that are tailored to your interests.	86	13	1	NA

\*See text for explanation. When the numbers don't add to 100%, it is because of rounding error.

DK=Don't Know; NA=Not Asked

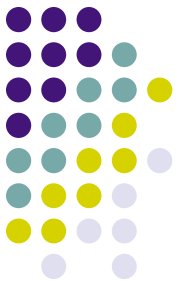
\*\* In the 2009 survey the phrasing was "Show you ads that are tailored to your interests." We added *for products and services* this time to make clear the distinction between this question and the one about political ads.

From Turow, Delli Carpini, Draper, and Howard Williams, "Americans Roundly Reject Tailored Political Advertising," Annenberg School for Communication, University of Pennsylvania, July 2012:

[http://www.asc.upenn.edu/news/Turow\\_Tailored\\_Political\\_Advertising.pdf](http://www.asc.upenn.edu/news/Turow_Tailored_Political_Advertising.pdf)

“No” even higher when *how data are gathered* is disclosed.

# When asked in a recent US national survey

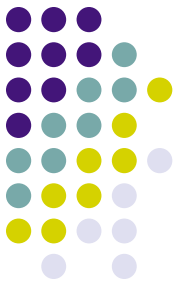


- 70% said they wouldn't want Facebook sponsored ads in the political realm
- 85% said they would get angry if Facebook was “sending me ads for political candidates based on my profile information that I had set to private.”

From Turow, Delli Carpini, Draper, and Howard Williams, “Americans Roundly Reject Tailored Political Advertising,” Annenberg School for Communication, University of Pennsylvania, July 2012:

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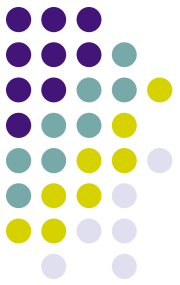
# Ad Icon



	TRUE	FALSE	DON'T KNOW	REFUSED
When you go online, you often see a small triangle with the words "AdChoices" next to ads.	20	24	55	*
If you see the words "AdChoices" next to an online ad, it means you can get the company that sent you the ad to stop sending you certain TYPES of ads.	30	17	52	*

From Turow, Delli Carpini, Draper, and Howard Williams, "Americans Roundly Reject Tailored Political Advertising," Annenberg School for Communication, University of Pennsylvania, July 2012:

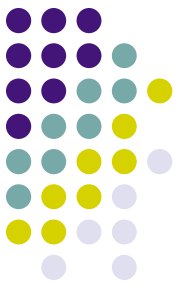
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# Location Tracking

- GAO study
- Mobile sites do not explain well in privacy policies what they and/or their advertisers do with location data.

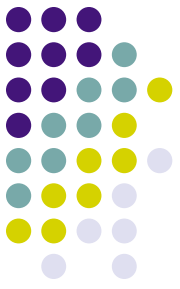
# Location is a core value-added for marketers and publishers—especially in mobile



- The growth of contextual advertising that takes location, social-relations, intention to buy, psychographics, and demographics into account

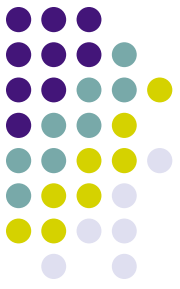


# So what?



- The harms –
  - “Anonymous” is not really anonymous—and this can lead to problems for the individual.
  - Even with anonymity, there are increasing possibilities for social discrimination regarding learning about the world, seeing ads, getting discounts, reputation, status, and more
  - Possible increasing social tensions and distrust of institutions (including government) around the issue of who is “target” and who “waste.”

# One concrete, easy suggestion:



- New criterion for using the label privacy policy on web and on mobile:
- If a privacy policy does share information without user permission, it should not be allowed to be called a privacy policy.
- Call it *How we use your information*.
- That will begin to bring marketers' vocabulary in line with common, public understanding.