

THE GEORGE WASHINGTON UNIVERSITY

Data Safety Labels Survey Application – Proof of Concept Elena Korkes, Victoria Hennemann, and Adam J. Aviv

What are data safety labels?

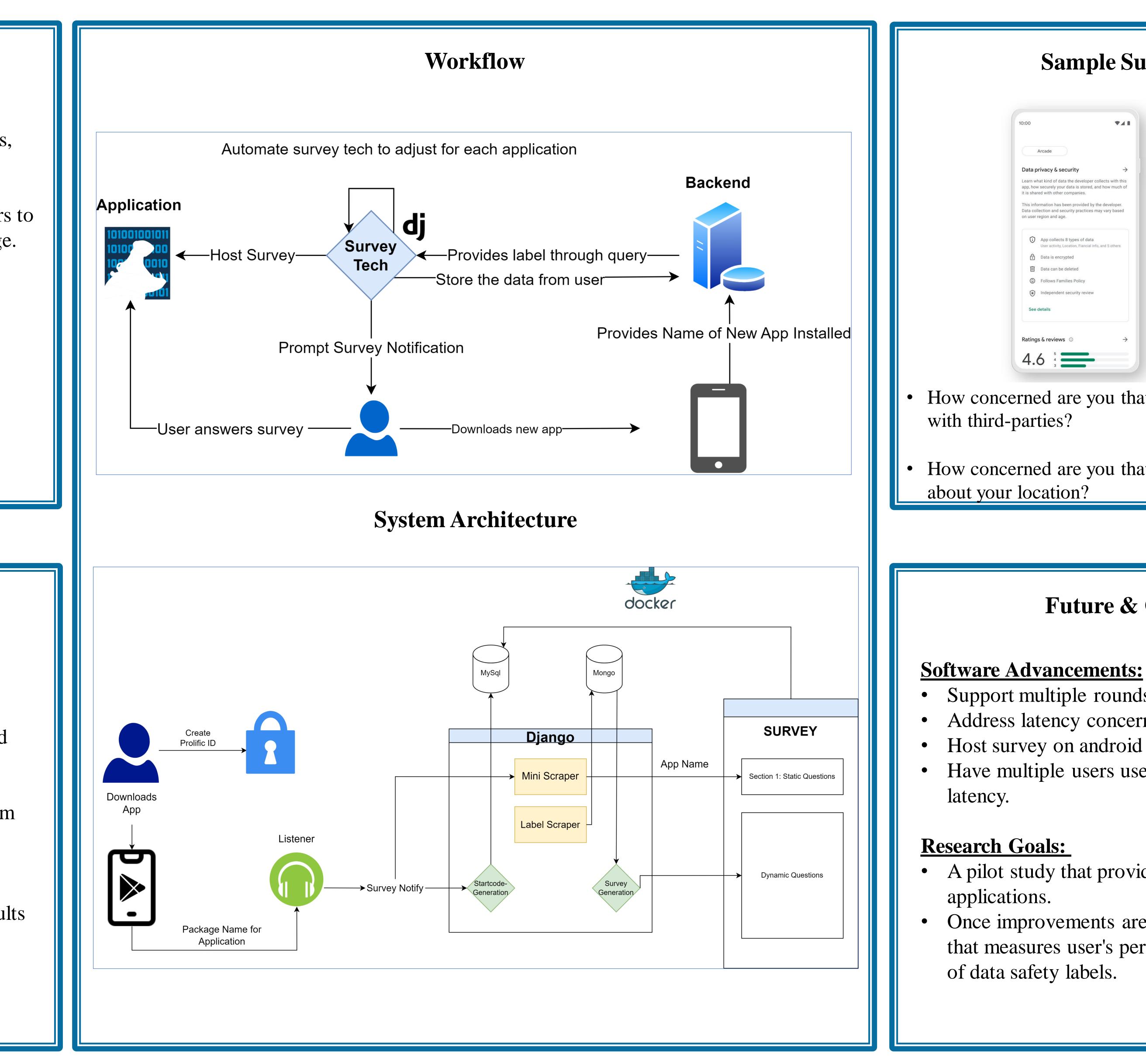
- Data safety labels are information provided by app developers that describe what data their app collects, how it is used, and who it is shared with.
- However, data safety labels can be difficult for users to understand and find within the app or app store page.
- It remains unclear how users both understand these labels and how people will effectively use labels in managing the privacy.



Objectives

- Goal: Understand user's perceptions and understanding of data safety labels.
- **Product:** POC application that generates app-based surveys based on apps' data safety label.
- **Application:** Dynamic survey prompts could inform us about user's decisions once reviewing each data label information.
- **Research Use:** Application developers can use results to determine which security measures users deem important and which they are more lenient on.









Sample Survey Questions

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security →	Shareo Shareo LLC
ata the developer collects with this ur data is stored, and how much of r companies. been provided by the developer.	The developer has provided this information about how they will collect, share, and store your data
d security practices may vary based age.	
	Data privacy & security
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How concerned are you that Shareo shares adds you've seen

How concerned are you that Shareo collects information

Future & Ongoing Work

Support multiple rounds of surveying users. Address latency concerns.

Host survey on android device

Have multiple users use the application to measure

A pilot study that provides feedback for the use of our

Once improvements are made, conduct a pilot study that measures user's perceptions and understanding

