

# Data Safety Labels Survey Application – Proof of Concept

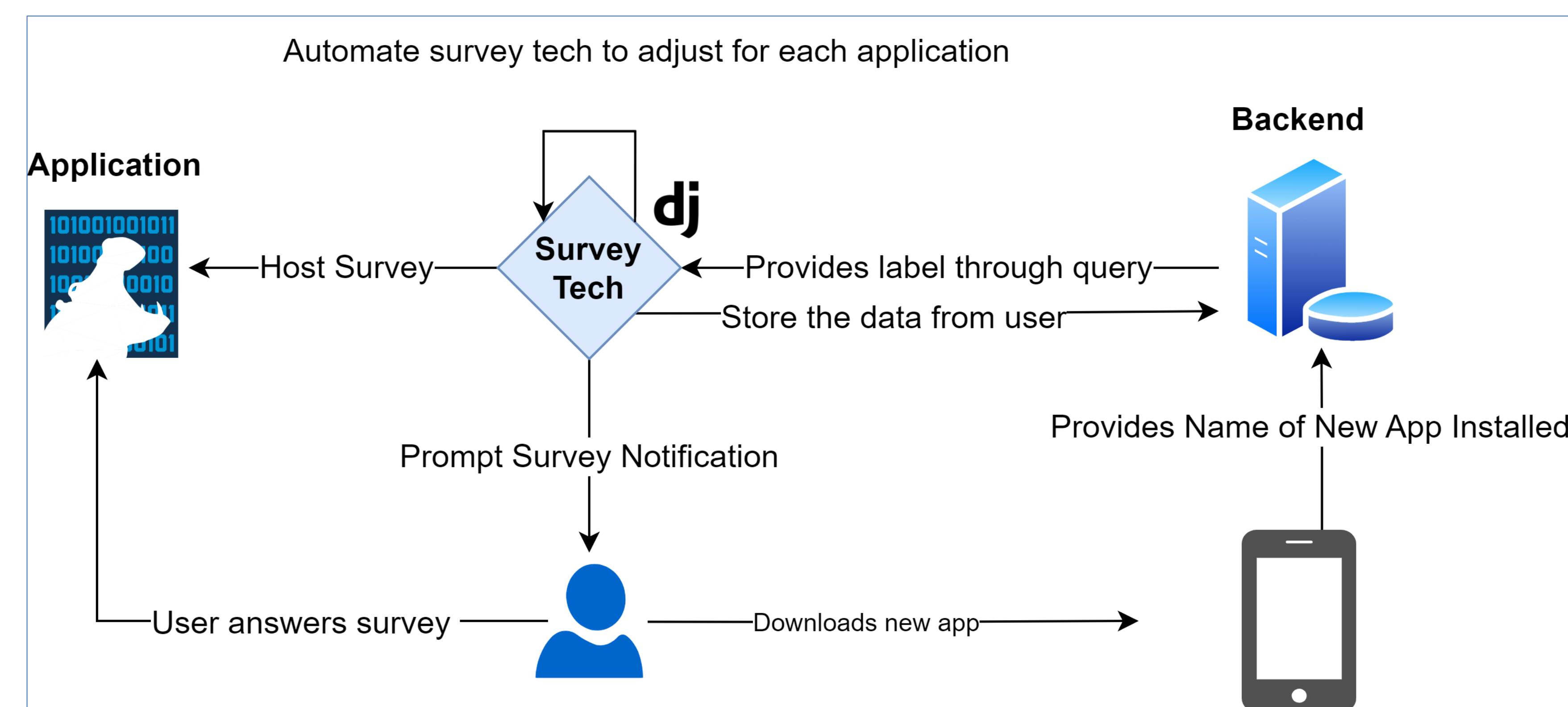
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## What are data safety labels?

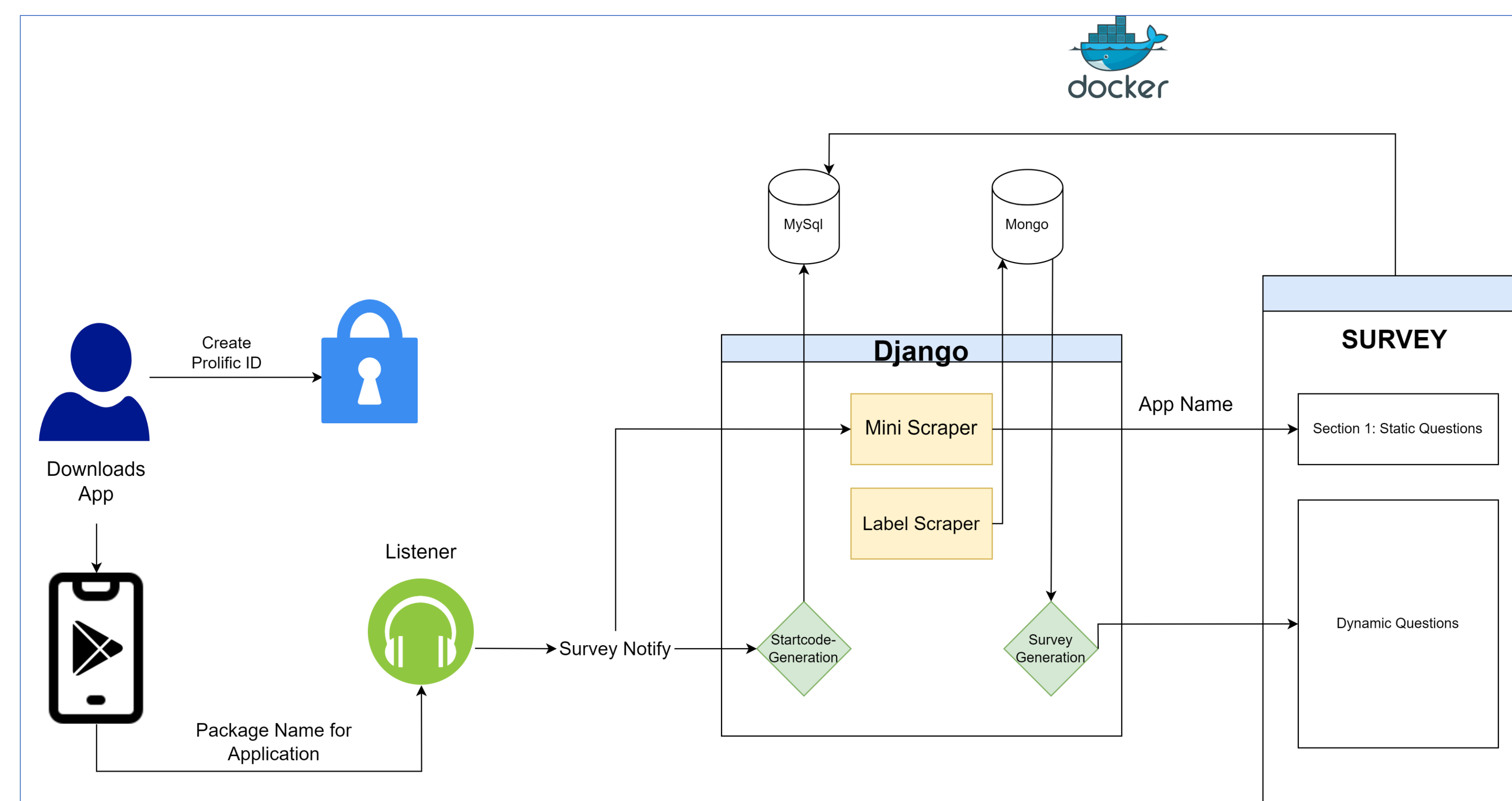
- Data safety labels are information provided by app developers that describe what data their app collects, how it is used, and who it is shared with.
- However, data safety labels can be difficult for users to understand and find within the app or app store page.
- It remains unclear how users both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



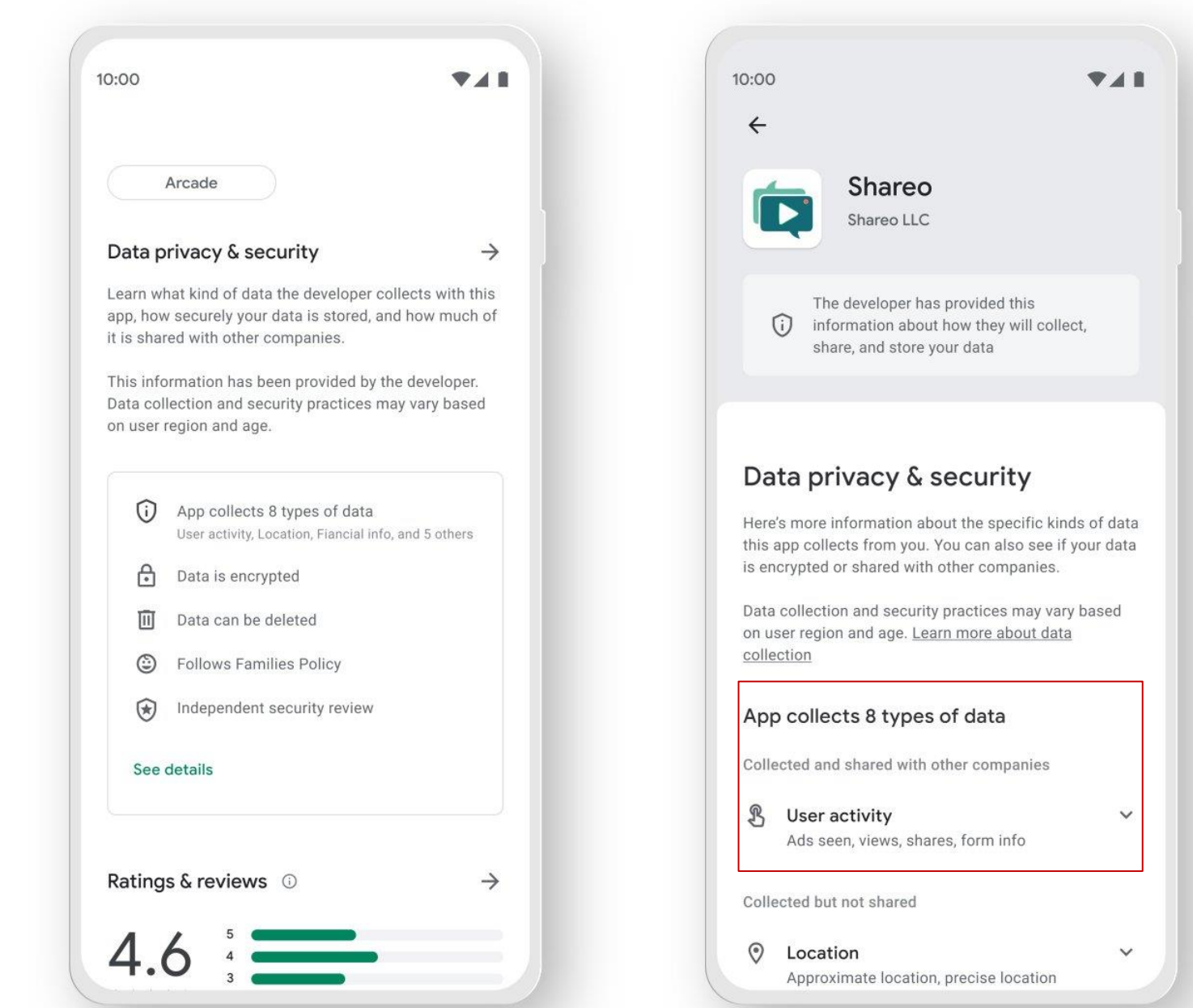
## Workflow



## System Architecture



## Sample Survey Questions



- How concerned are you that Shareo shares adds you've seen with third-parties?
- How concerned are you that Shareo collects information about your location?

## 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.

## Future & Ongoing Work

### Software Advancements:

- Support multiple rounds of surveying users.
- Address latency concerns.
- Host survey on android device
- Have multiple users use the application to measure latency.

### Research Goals:

- A pilot study that provides feedback for the use of our applications.
- Once improvements are made, conduct a pilot study that measures user's perceptions and understanding of data safety labels.

