

**Writing 1 - Elevator Pitch Executive Summary**  
**Data Safety Labels**  
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Our innovation is an Android application-based research tool that hosts application-based surveys. This research tool informs on and addresses an user's understanding and knowledge of data safety labels. A gap exists in the technology market between the accessibility and readability of data safety labels with the end user's comprehension of privacy concerns. Android, one of the leading phone operating systems, has created this gap in their attempts to make privacy documentation more accessible and readable for users in a condensed format of a data safety label. Data safety labels are relatively new, as they were not required by all applications in the Google Play store prior to July 20, 2022 [1]. Multiple questions remain surrounding the effectiveness of these labels and if/how users interpret these condensed messages that list the functionality of apps and services. The use of the research tool will provide a user with a method to inform themselves on how and where data safety labels are presented to users effectively. The Android application research tool aims to help users make the most informed privacy decisions that will integrate into the Google Play Store.

The application-based research tool is not only designed to help users make informed decisions, it is also designed to support multiple different users of the final product. The first users our application is designed to help are the end users of the application, those who actively make informed decisions regarding their digital privacy. The first user group provides the data set that we will analyze and use to evaluate the effectiveness of the privacy labels; and the general interpretation of these labels; the first users are those who will answer the survey questions. The second set of users, of our final product, are the Google developers that will use the results provided by the first users, taking the surveys, to implement and design new nudging tools. The nudging tools are designed with the goal of providing users with the most helpful information regarding their privacy at the most effective time. Additionally, the third and final users are other researchers interested in the effectiveness and understanding of data safety labels. The goal of our application is to be able to expand it in order to run future research studies on the effectiveness of other elements of data safety.

The area of user understanding of data safety labels is underdeveloped and pertinent given the recent release of the requirements surrounding data safety labels. Our application is one of the first of its kind. A significant difference in our application is that it prompts the first users to answer a survey, within an abbreviated period of time, after a new application has been installed on the first user's device. Our innovative application will collect the name of the newly installed application and gather the most up-to-date version of the data safety label. Based specifically on the gathered data safety label, our application will then generate a small set of questions for the end user to respond to. An element of our design, that is still in the development stage, is determining what questions will provide the most useful information. We want to avoid redundancy, which is vital because installed applications collect a significant amount of data from their users. In addition, we want our end users to be engaged when answering the survey questions so they provide meaningful feedback. These are just a few of the things that make our product different from the current research tools available.

Notably, while many people are concerned about digital privacy, many users feel the benefits of the product outweigh the possible risks associated with having that data collected in the first place [2]. Because of this, our application will have a significant societal impact. Our application will continue to provide insights into how and why a user makes decisions regarding their digital privacy. The continuous collection of data will allow for the development of future tools that work to protect and inform users of the risks associated with their actions, continuing an ongoing societal impact.

**References:**

- [1] Google. (n.d.). *Provide information for Google Play's data safety section - play console help*. Google. Retrieved October 13, 2022, from <https://support.google.com/googleplay/android-developer/answer/10787469?hl=en>
- [2] Auxier, B., Rainie, L., Anderson, M., Perrin, A., Kumar, M., & Turner, E. (2020, August 17). Americans and privacy: Concerned, confused and feeling lack of control over their personal information. Pew Research Center: Internet, Science & Tech. Retrieved October 13, 2022, from <https://www.pewresearch.org/internet/2019/11/15/americans-and-privacy-concerned-confused-and-feeling-lack-of-control-over-their-personal-information>