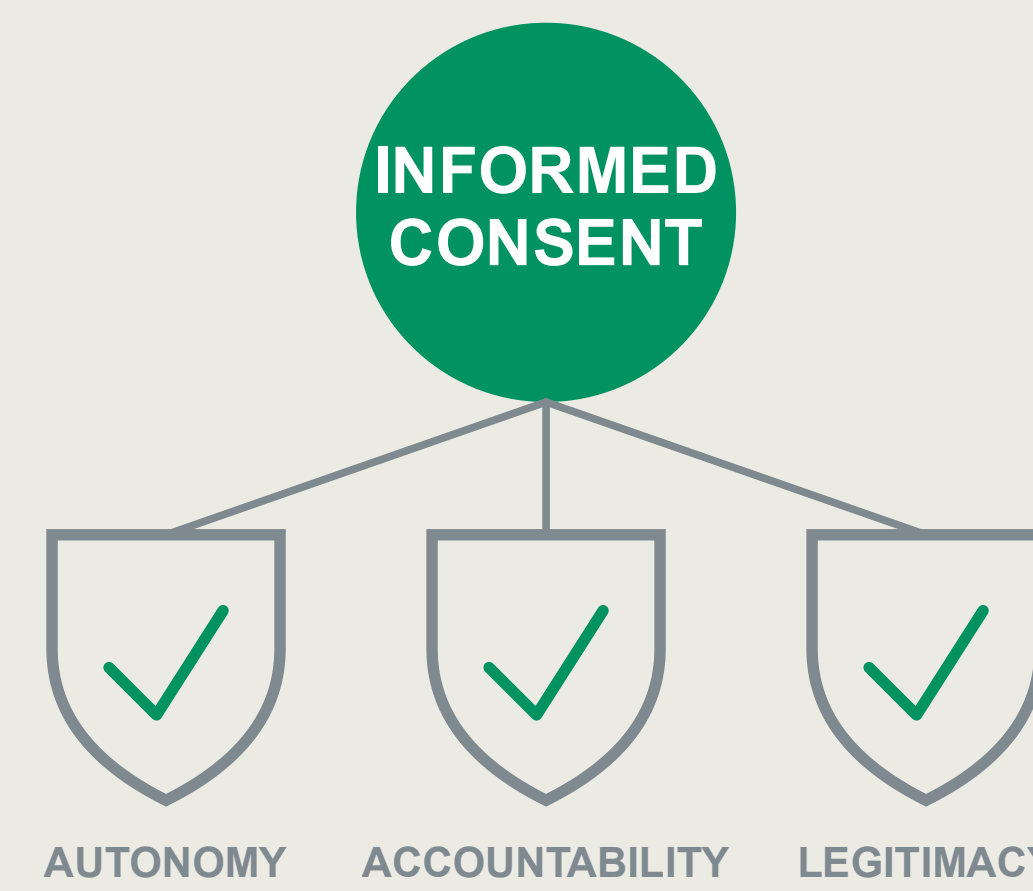


## Background

- **Datafication & Big Data:** Every digital interaction generates personal data that tech firms routinely harvest and analyse.
- To ensure a fair and transparent handling of your data, the European General Data Protection Regulation (**GDPR**) requires tech companies to get *informed consent* from their users (art. 4 nr. 11 GDPR); privacy policies are the main vehicle to deliver it.



## GDPR regulation

Article 4, nr. 11 GDPR: „consent of the data subject means any freely given, specific, **informed and unambiguous indication** of the data subject’s wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her“

## Problem: privacy policies are hard to understand

Despite **legal necessity** and **protective purposes**: privacy policies often lack understandability and will rarely be read. → Users stay **uninformed**.

**Paradox?** Even though privacy policies are mandated to ensure **transparency and informed consent**, their form and appearance often undermine these goals.

### Two problems

Lack of understandability

Lack of users’ engagement



**Informed consent** has become merely a symbolic checkbox



## Our Solution: using Legal Design

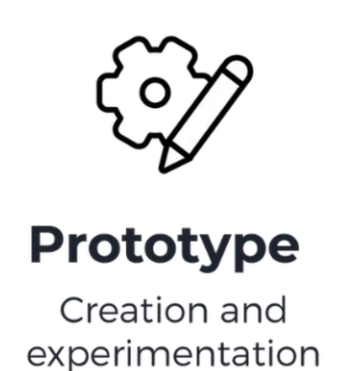
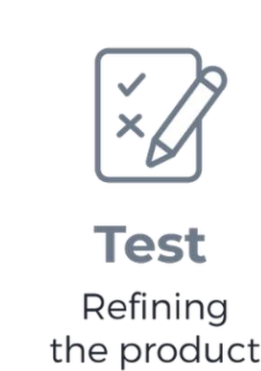
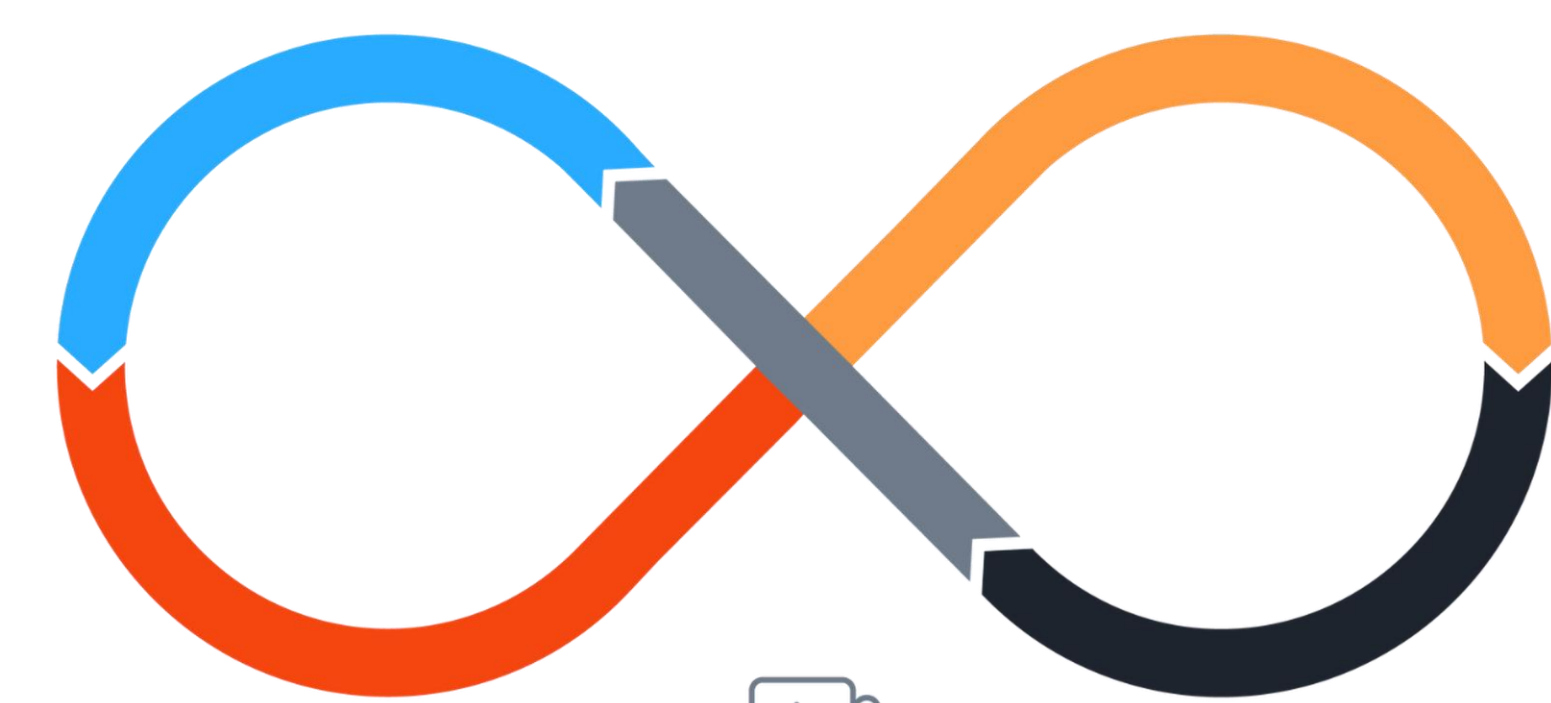
### What is Legal Design?

**User-centred method** rooted in Design Thinking using...

- Iterative prototyping and continuous user feedback with a guided method
- Building blocks of the redesign: **Plain-language** rewrite; **Modular information architecture** instead of long prose; **Icons & colour** cues as visual anchors

**Goal: improve the understandability** and thus ensure **informed consent** while not losing any important information or **juristic rigour**

### DESIGN THINKING



### Exemplary Elements

Your Rights:		You have the right to...	
	Be informed.....		Withdraw your consent....
	Access your data....		Object to the processing of your data.....
	Rectify your data....		Erase your data.....

### Ordinary Privacy Policy (excerpt from X’s)

vs.

#### 5.1 Access, Correction, Portability.

You can access, correct, or modify the information you provided to us by editing your profile and adjusting your account settings.

You can learn more about the information we have collected or inferred about you in Your X Data and request access to additional information here.

You can download a copy of your information, such as your posts, by following the instructions here.

To protect your privacy and maintain security, we take steps to verify your identity before granting you access to your personal information or complying with a deletion, portability, or other related request. (...)

#### 5.2 Deleting your Information.

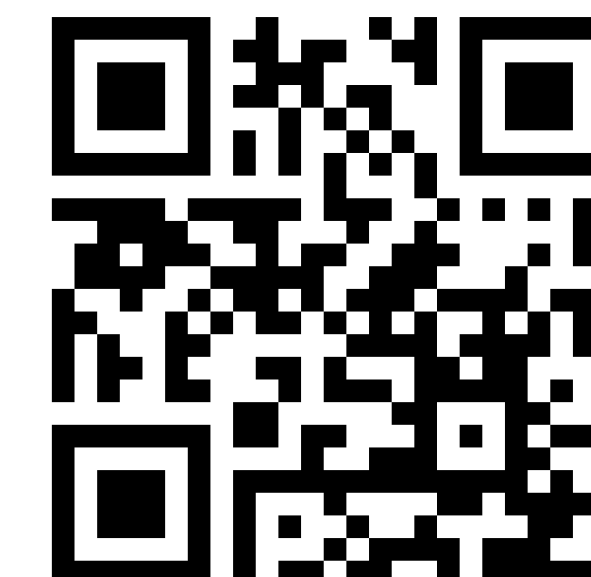
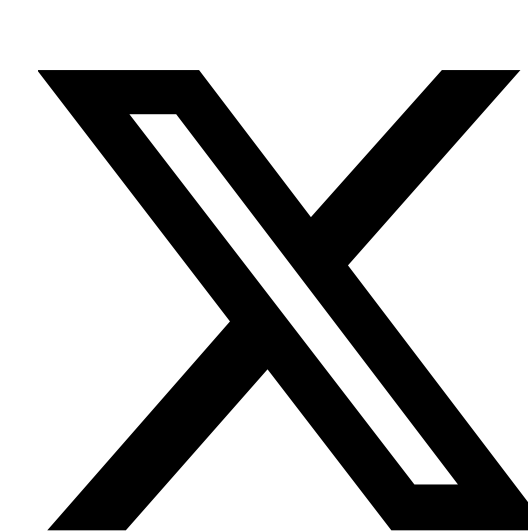
If you follow the instructions here, your account will be deactivated and your data will be queued for deletion. (...)

#### 5.3 Objecting to, Restricting, or Withdrawing your Consent.

You can manage your privacy settings and other account features here.(...). You may also manage additional settings when interacting with certain content and features on different parts of the platform, such as whether a Space is recorded, or whether videos you upload are downloadable by others.

### Experiment

Scan the following QR-Codes and compare the privacy policies from X (Twitter) and Meta. Which one is easier to understand and makes you more willing to engage with it?



## Outlook

- Expected impact: improved **understandability** → improved **users’ engagement** → **better-informed users** → higher trust, GDPR compliance and **ensured informed consent**
- What’s next? - Field test of redesigned policies during real app onboarding  
- publication of a corporate **guideline for legally-designed privacy policies**

