

APPENDIX

User Accuracy Across Policy Formats and Groups

		#	Question	Answer	Std. Table	Std. Short Table	Std. Short Text	Full Policy Text	Layered Text
Simple Tasks	<i>Group A</i>	1	Does the policy allow Acme to collect information about	Yes	82.35	86.25	91.57	80.23	
	<i>Group B</i>		which pages you visited on this web site?	Yes	87.21	85.06	89.53	92.11	84.62
	<i>Group A</i>	2	Acme might want to use your information to improve their website.	Yes	79.41	77.50	83.13	82.56	
	<i>Group B</i>		Does this policy allow them to use your information to do so?	Yes	76.74	77.01	86.05	89.47	64.10
	<i>Group A</i>	3	Does the policy allow Acme to collect information	No	48.04	23.75	43.37	18.60	
	<i>Group B</i>		about your current location?	No	46.51	24.14	53.49	3.95	15.38
Complex Tasks	<i>Group A</i>	4	Based on the policy will Acme register their secure certificate	The policy does not say	88.23	81.25	84.34	52.33	
	<i>Group B</i>		with VeriSign or some other company?	The policy does not say	79.07	82.76	87.21	43.42	30.77
	<i>Group A</i>	5	Based on the policy may Acme store cookies	Yes	89.22	92.50	73.49	91.86	
	<i>Group B</i>		on your computer?	Yes	89.53	80.46	87.21	96.05	88.46
	<i>Group A</i>	6	Does the policy allow Acme to collect information about your medical	Yes	84.31	76.25	69.88	48.84	
	<i>Group B</i>		conditions, drug prescriptions, or family health history?	No	73.25	58.62	81.40	28.95	33.33
Complex Tasks	<i>Group A</i>	7	Does the policy allow Acme to share some of your	Only if I allow them to	75.50	76.25	59.04	15.12	
	<i>Group B</i>		information on public bulletin boards?	No	61.63	57.47	65.12	25.00	38.46
	<i>Group A</i>	8	Does the policy allow Acme to share your home phone	Yes, unless I tell them not to	62.75	68.75	67.47	36.05	
	<i>Group B</i>		number with other companies?	Yes	68.60	60.92	20.43	14.47	14.10
	<i>Group A</i>	9	Does the policy allow Acme to use your buying history	Yes	53.92	58.75	53.01	62.79	
	<i>Group B</i>		to design custom functionality targeted at you?	Yes	50.00	58.62	69.77	64.47	65.38
Complex Tasks	<i>Group A</i>	10	Does the policy allow Acme to share your cookie	No	69.61	67.50	50.60	16.28	
	<i>Group B</i>		information with other companies?	No	79.07	71.26	74.42	26.32	44.87
	<i>Group A</i>	11	Will Acme contact you with advertisements?	Yes, unless I tell them not to	54.90	61.25	55.42	38.37	
	<i>Group B</i>			Yes, unless I tell them not to	44.19	49.43	51.16	14.47	39.74
	<i>Group A</i>	12	Does Acme give you control regarding their sharing of	Yes	70.59	68.75	73.49	66.28	
	<i>Group B</i>		your personal data?	No	56.98	44.83	37.21	31.58	24.36
Comparison Tasks	<i>Group A</i>	14	Does either company give you options with	Only with Acme	58.82	52.50	45.78	33.72	
	<i>Group B</i>		regards to cookies?	Only with Bell	63.95	48.28	19.76	15.79	42.31
	<i>Group A</i>	15	Does either company collect sensitive information	Acme	64.71	47.50	53.01	20.93	
<i>Group B</i>		(such as banking or medical records)?	Neither company	73.26	63.22	80.23	52.63	53.85	
<i>Group A</i>	16	By default, Acme can collect information about your age and gender	True	59.80	61.25	34.94	19.77		
<i>Group B</i>		in order to market to you by email, but the Bell Group cannot.	False, both can	56.98	74.71	77.91	46.05	24.36	

Percentage of participants who answered each question correctly, by policy format and viewed policy group. Group A represents participants who saw Policies 1 and 2, Group B, participants who saw Policies 3 and 4. Percentages in bold indicate statistical differences ($p < 0.05$) for formats compared against the standardized table for that policy. For this analysis two separate logistic regressions were performed, a 1x4 for Group A, and 1x5 for Group B. Differences between companies are not compared. Questions are listed exactly as asked, with the corresponding correct answers for each company.