



Engaging Content  
Engaging People



# [How] Do Users Benefit From Giving Consent?

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Harshvardhan J. Pandit | [pandith@tcd.ie](mailto:pandith@tcd.ie) | @coolharsh55

ADAPT Centre, Trinity College Dublin, Ireland

Soheil Human

Mandan Kazzazi

Vienna University of Economics and Business, Austria

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# Consent as a Permission and as a Contract

slide#2

**Search customization**  
Get more relevant results and recommendations by using your Google searches from this browser.

Off On

**YouTube History**  
Get features like tailored video recommendations and a customized homepage. This setting uses your activity on YouTube, like videos you watch and things you search for.

Off On

**Ad personalization**  
Have Google show you tailored ads in Search, YouTube, and across the web that are based on your activity, like things you search for on Google and videos you watch on YouTube.

Off On

**Ad personalization on Google Search**  
See more relevant ads when you're using Google Search

Off On

**Ad personalization on YouTube & across the web**  
See more relevant ads on YouTube and on sites across the web that use Google services to show ads

Off On

google.com (and .others)

## Benefit to Service Provider

1. Analytics
2. Service Optimisation
3. Service R&D

## Benefit to Service Consumer

1. Personalisation
2. Recommendations
3. Additional Features
4. Service Optimisation



# Malpractices regarding Consent and Consenting (acknowledge and keep aside)

slide#3

1. Benefits and Values [1],[2]
2. Legal Compliance [2],[3]
3. Dark Patterns [3],[4]-[8]
4. Ambiguity in Purposes and descriptions [3],[9]-[11]

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- ★ Unfair practices → *fairness*
- ★ Fraud → *accountability*
- ★ Gaining advantage over competitors → *competition*
- ★ Mislead consumers → *accuracy*
- ★ Disclosure of information → *transparency*

GDPR's Principles relating to processing of personal data (Art. 5)

1. lawfulness, fairness, transparency
2. purpose limitation
3. data minimisation
4. accuracy
5. storage limitation
6. integrity and confidentiality
7. accountability



To investigate this, we propose a set of interdisciplinary methodological study in which researchers carefully study:

- (a) whether benefits exist in return for consenting;
- (b) how they are formulated or justified by data-controllers
- (c) whether they are clear and comprehensible;
- (d) whether they are legally justifiable;
- (e) can they be seen or demonstrated; and
- (f) what 'value' does it provide to the user;
- (g) do users perceive the benefit.



- Sources of Information: notices, privacy policies, publications
- Methodologies: surveys, interviews, experiments, data collection, data analysis
- Technological aspects: technical/algorithmic evaluation of benefit and provision
- Legal compliance: conformance with legal requirements
- Legal rights: exercising rights e.g. Right to Access (GDPR)
- Information transparency: accessibility, availability, comprehensibility
- Benefits within/across domains: domain-specific context e.g. personalisation
- Linguistic aspects: quale, formulation, sentiment, readability, vocabulary
- Users' perspective towards benefits: knowledge, attitude, preferences
- Users' perception after consenting: comprehension, interactions
- Service Provider perspective: knowledge, attitude, perception, framing
- Actors involved: parties and roles and relationships
- Representation: HCI, UI/UX, nudging, dark patterns
- Other human-centric aspects: heterogeneity, cognition, collective

