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# Information Sheet & Privacy Statement

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## Information Sheet

The guidelines of the Deutsche Forschungsgemeinschaft (DFG) require that participants in empirical studies agree explicitly that they participate in the research project out of their free will and at their own risk.

For this reason we kindly ask you to read the following explanations carefully before you take part in the study.

### Subject of the study

In this survey we want to evaluate what privacy risks people see in various tracking techniques used in newsletters. With this data we want to develop a “Privacy Rating” for <https://privacymail.info/>.

### Process of the study

First the participant should read this document to decide if they agree to take the survey or not. If the participant agrees to take the survey the participant will be prompted with seven different questions. The participant is allowed to skip questions. In two of these questions the participant is asked to rate several privacy risk on different scales.

After we gathered enough survey entries the survey will be evaluated. The data will be used to develop a “Privacy Rating” for <https://privacymail.info/>. This “Privacy Rating” will be part of a bachelor thesis written by Jonathan Schad.

### Duration and compensation for participation

Participation in the study/the experiment will require approximately 4-5 minutes. Participants will not receive any kind of gratification.

### Possible benefit of the study/the experiment

A lot of email newsletters are using tracking services to track the behaviour of their recipients. PrivacyMail provides information about the tracking technologies used by these newsletters. Currently, the information we provide can be overwhelming for laypersons. Therefore we want to help users without greater knowledge in IT security to better interpret our analysis. We try to achieve this by developing a rating algorithm, based on the gathered data, that will determine the overall privacy rating of a newsletter. This should help the user to decide if they can subscribe to a newsletter or if they should unsubscribe.

### Experiences and risks which are associated with the participation in the study

The participants of the study do not face any risks which are greater than risks they face in general life.

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## Privacy Statement

Data processing in the context of this study is performed according to the privacy regulations of the General Data Protection Regulation (GDPR) and the Privacy and Freedom of Information law of the State of Hessen (HDSIG). All data will only be used for the purposes described on the Information Sheet.

In the context of this study, the following information will be collected:  
*Opinion about certain privacy risks in the context of email newsletters*

Personal data collected are:  
*Knowledge in IT security*

### Confidentiality

All data collected in course of the study are naturally confidential and will only be used in anonymized form. No demographic data like age or sex will be collected. You will be asked at no point of the study to disclose your name or other unambiguous information about yourself.

### Data storage

Collected data will be stored in <https://www.soscisurvey.de/> and <https://gitlab.com/>. Data storage takes place in a form which does not allow conclusions about your person, meaning that all data will be anonymized or pseudonymized.

### Voluntariness & Rights of the test persons

Your participation in this study is voluntary. You can withdraw from participation at any point of time or withdraw your consent without facing any disadvantages (withdrawal). If you withdraw from participation, no data connected to your person will be stored and already collected data will be deleted.

You have the right to request which data about your person have been stored and – if necessary – demand that they are either corrected or deleted. In case of dissent you have the right to lodge a complaint with the Data Protection Officer of Hessen (see below for address).

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If you have any **questions, suggestions** or **complaints**, you are welcome to contact us:

*Jonathan Schad*

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Max Maass

*Email: [mmaass@seemoo.tu-darmstadt.de](mailto:mmaass@seemoo.tu-darmstadt.de)*

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For question about data protection issues please contact the data protection officer of TU Darmstadt:

Gerhard Schmitt

Email: [datenschutz@tu-darmstadt.de](mailto:datenschutz@tu-darmstadt.de)

Data Protection Officer of Hessen in case of data protection issues:

Email: [Poststelle@datenschutz.hessen.de](mailto:Poststelle@datenschutz.hessen.de)