A privacy risk assessment survey for Meta and X platform (Formerly known as Twitter)

Feb 20, 2024

Please Kindly fill in the following demographic information. Note that your name will not be published in any venue to protect your privacy

Demographic Information

1. Name (Optional)

2. Gender

○ Male

○ female

○ Prefer not to say

3. Job Title *

○ Programmer

○ Cybersecurity Expert

○ IT proffessional

○ Other

_____

4. Do you have an X account? *

○ Yes

○ No

5. Do you have an account with Meta (Facebook, Instagram, Threads etc.)? *

○ Yes

○ No

6. How often do you use the X social media platform? *

- ◯ Daily

- ◯ Weekly

- ◯ Monthly

- ◯ Seasonal

- ◯ Yearly

- ◯ Never

7. How often do you use the Meta Platform (Facebook, Instagram, snapchat etc.)? *

- ◯ Daily

- ◯ Weekly

- ◯ Monthly

- ◯ Seasonal

- ◯ Yearly

- ◯ Never

8. How would you rate your experience with Meta social media platforms as user? *

☆   ☆   ☆   ☆   ☆

9. How would you rate your experience with X as user? *

☆   ☆   ☆   ☆   ☆

CRITERIA AND SUB-CRITERIA RANKING FOR X PLATFORM

Due to the several changes that X (Formerly know as Twitter) has experienced in recent months, Kindly rank how influential the following **4 criteria (with 3 sub-criteria for each)** are. Your rating will help in determining the privacy risk assessment of X.

10. How would you rank the influence of the following four criteria (C1 - C4) on the privacy invasion risk of user's data in X social media platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
C1) X's transparency on data security, privacy policy and Ad targeting	◯	◯	◯	◯	◯
C2) Users control over the spread and use of their data	◯	◯	◯	◯	◯
C3) X companies' compliance to privacy policies and data sharing.	◯	◯	◯	◯	◯
C4) Third-party developers & Advertisers Considerations for terms and condition for accessing users' data on X platform	◯	◯	◯	◯	◯

11. How would you rank the influence and dependency of **(C1 "*X's transparency on data security, privacy policy and Ad targeting*")** with its following sub-criteria (SC1 - SC3) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC1)X's measures against data breach and incident response protocol they use	◯	◯	◯	◯	◯
SC2)X's transparency in data practice and privacy update frequency	◯	◯	◯	◯	◯
SC3) X's extent to which user data is being used for personalized advertising	◯	◯	◯	◯	◯

12. How would you rank the influence and dependency of **(C2 "users control over the spread and use of their data")** with its following sub-criteria (SC4- SC6) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC4) Users' knowledge over their account security features and encryption protocols	○	○	○	○	○
SC5) Users' knowledge over data sharing & visibility and clear consent mechanism	○	○	○	○	○
SC6) User's willingness to report privacy invasion and its consequences on their life.	○	○	○	○	○

13. How would you rank the influence and dependency of **(C3 "_X companies' compliance to privacy policies and data sharing_")** with its following sub-criteria (SC7 - SC9) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC7) Regulatory bodies' concern regarding ensuring adequate security measures to protect user data	◯	◯	◯	◯	◯
SC8) Regulatory bodies' practice in privacy transparency requirement considering International laws	◯	◯	◯	◯	◯
SC9) Regulatory bodies' knowledge regarding user's privacy invasion report authentication on X platform.	◯	◯	◯	◯	◯

14. How would you rank the influence and dependency of (C4 "***Third-party developers & Advertisers Considerations for terms and condition for accessing users' data on X platform***" with its following sub-criteria (SC10-12) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC10) Third-party developers' knowledge on the scope of user data access through X's platform Application programming interface (API)	○	○	○	○	○
SC11) Advertisers' awareness on the availability of user's data for marketing and business purposes	○	○	○	○	○
SC12) Compliance with the X platform policies and data usage disclosures	○	○	○	○	○

CRITERIA AND SUB-CRITERIA RANKING FOR META PLATFORM

With the development of additional social media apps brought forth by Meta (Facebook, Instagram, Threads etc.) in recent months, Kindly rate how influential the following **4 criteria (with 3 sub-criteria for each)** are. Your rating will help in determining the privacy risk assessment of Meta

15. How would you rank the influence of the following four criteria (C1 - C4) on the privacy invasion risk of user's data in Meta social media platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
C1) Meta's transparency on data security, privacy policy and Ad targeting	○	○	○	○	○
C2) Users control over the spread and use of their data	○	○	○	○	○
C3) Meta's compliance to privacy policies and data sharing	○	○	○	○	○
C4) Third-party developers & Advertisers Consid erations for terms and condition for accessing users' data on Meta	○	○	○	○	○

16. How would you rank the influence and dependency of **(C1 "Meta's *transparency on data security, privacy policy and Ad targeting*")** with its following sub-criteria (SC1 - SC3) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC1) Meta's measures against data breach and incident response protocol they use	○	○	○	○	○
SC2) Meta's transparency in data practice and privacy update frequency	○	○	○	○	○
SC3) Meta's extent to which user data is being used for personalized advertising	○	○	○	○	○

17. How would you rank the influence and dependency of **(C2 "users control over the spread and use of their data")** with its following sub-criteria (SC4- SC6) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC4) Users' knowledge over their account security features and encryption protocols	○	○	○	○	○
SC5) Users' knowledge over data sharing & visibility and clear consent mechanism	○	○	○	○	○
SC6) User's willingness to report privacy invasion and its consequences on their life.	○	○	○	○	○

18. How would you rank the influence and dependency of **(C3 "*Meta's compliance to privacy policies and data sharing*")** with its following sub-criteria (SC7 - SC9) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC7) Regulatory bodies' concern regarding ensuring adequate security measures to protect user data	○	○	○	○	○
SC8) Regulatory bodies' practice in privacy transparency requirement considering International laws	○	○	○	○	○
SC9) Regulatory bodies' knowledge regarding user's privacy invasion report authentication on Meta's platform.	○	○	○	○	○

19. How would you rank the influence and dependency of *(C4 "Third-party developers & Advertisers Considerations for terms and condition for accessing users' data on Meta")* with its following sub-criteria (SC10 - SC12) that may influence the privacy invasion of user's data in the X platform? *

	Extremely Influential	Very Influential	Essentially Influential	Moderate Influential	Slightly Influential
SC10) Third-party developers' knowledge on the scope of user data access through Meta's API	○	○	○	○	○
SC11) Advertisers' awareness on the availability of user's data for marketing and business purposes	○	○	○	○	○
SC12) Compliance with Meta's platform policies and data usage disclosures	○	○	○	○	○