

**APPENDIX B:  
SURVEY SAMPLES, RESULTS,  
AND INSTRUCTIONS**





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|--|--|
| <a href="http://www.123inc.com">www.123inc.com</a>                           | <a href="http://www.babiesrus.com">www.babiesrus.com</a>                 |
| <a href="http://www.12c4.com">www.12c4.com</a>                               | <a href="http://www.babynames.com">www.babynames.com</a>                 |
| <a href="http://www.180096hotel.com">www.180096hotel.com</a>                 | <a href="http://www.bbandt.com">www.bbandt.com</a>                       |
| <a href="http://www.1wrestling.com">www.1wrestling.com</a>                   | <a href="http://www.be.com">www.be.com</a>                               |
| <a href="http://www.555-1212.com">www.555-1212.com</a>                       | <a href="http://www.bellsouth.com">www.bellsouth.com</a>                 |
| <a href="http://www.7search.com">www.7search.com</a>                         | <a href="http://www.bibliofind.com">www.bibliofind.com</a>               |
| <a href="http://www.800.com">www.800.com</a>                                 | <a href="http://www.bigplanet.com">www.bigplanet.com</a>                 |
| <a href="http://www.800chat.com">www.800chat.com</a>                         | <a href="http://www.bizrate.com">www.bizrate.com</a>                     |
| <a href="http://www.800florals.com">www.800florals.com</a>                   | <a href="http://www.blairwitch.com">www.blairwitch.com</a>               |
| <a href="http://www.8op.com">www.8op.com</a>                                 | <a href="http://www.bluemountain.com">www.bluemountain.com</a>           |
| <a href="http://www.aa.com">www.aa.com</a>                                   | <a href="http://www.bobbrinker.com">www.bobbrinker.com</a>               |
| <a href="http://www.abcdistributing.com">www.abcdistributing.com</a>         | <a href="http://www.borders.com">www.borders.com</a>                     |
| <a href="http://www.accessarizona.com">www.accessarizona.com</a>             | <a href="http://www.bottlerocket.com">www.bottlerocket.com</a>           |
| <a href="http://www.activision.com">www.activision.com</a>                   | <a href="http://www.bravotv.com">www.bravotv.com</a>                     |
| <a href="http://www.adatom.com">www.adatom.com</a>                           | <a href="http://www.brilliantpeople.com">www.brilliantpeople.com</a>     |
| <a href="http://www.adoption.com">www.adoption.com</a>                       | <a href="http://www.britney.com">www.britney.com</a>                     |
| <a href="http://www.afreegreetingcard.com">www.afreegreetingcard.com</a>     | <a href="http://www.c4.com">www.c4.com</a>                               |
| <a href="http://www.africana.com">www.africana.com</a>                       | <a href="http://www.cai.com">www.cai.com</a>                             |
| <a href="http://www.alaskaairlines.com">www.alaskaairlines.com</a>           | <a href="http://www.calendarlive.com">www.calendarlive.com</a>           |
| <a href="http://www.albertsons.com">www.albertsons.com</a>                   | <a href="http://www.camalott.com">www.camalott.com</a>                   |
| <a href="http://www.algore2000.com">www.algore2000.com</a>                   | <a href="http://www.cardemporium.com">www.cardemporium.com</a>           |
| <a href="http://www.all-ink.com">www.all-ink.com</a>                         | <a href="http://www.carfinance.com">www.carfinance.com</a>               |
| <a href="http://www.amarillonet.com">www.amarillonet.com</a>                 | <a href="http://www.cbot.com">www.cbot.com</a>                           |
| <a href="http://www.americanfunds.com">www.americanfunds.com</a>             | <a href="http://www.ceoexpress.com">www.ceoexpress.com</a>               |
| <a href="http://www.ancestry.com">www.ancestry.com</a>                       | <a href="http://www.channel1.com">www.channel1.com</a>                   |
| <a href="http://www.andysgarage.com">www.andysgarage.com</a>                 | <a href="http://www.charityfrogs.com">www.charityfrogs.com</a>           |
| <a href="http://www.anglefire.com">www.anglefire.com</a>                     | <a href="http://www.chartshop.com">www.chartshop.com</a>                 |
| <a href="http://www.ant.com">www.ant.com</a>                                 | <a href="http://www.checkout.com">www.checkout.com</a>                   |
| <a href="http://www.apcc.com">www.apcc.com</a>                               | <a href="http://www.checksinthemail.com">www.checksinthemail.com</a>     |
| <a href="http://www.archiecomics.com">www.archiecomics.com</a>               | <a href="http://www.childrensplace.com">www.childrensplace.com</a>       |
| <a href="http://www.ardemgaz.com">www.ardemgaz.com</a>                       | <a href="http://www.chryslerfinancial.com">www.chryslerfinancial.com</a> |
| <a href="http://www.armchairmillionaire.com">www.armchairmillionaire.com</a> | <a href="http://www.cinemark.com">www.cinemark.com</a>                   |
| <a href="http://www.asd.com">www.asd.com</a>                                 | <a href="http://www.clubphoto.com">www.clubphoto.com</a>                 |
| <a href="http://www.ask.com">www.ask.com</a>                                 | <a href="http://www.cnet.com">www.cnet.com</a>                           |
| <a href="http://www.askmerrill.com">www.askmerrill.com</a>                   | <a href="http://www.commissioner.com">www.commissioner.com</a>           |
| <a href="http://www.atlastravelweb.com">www.atlastravelweb.com</a>           | <a href="http://www.compgeeks.com">www.compgeeks.com</a>                 |
| <a href="http://www.atomfilms.com">www.atomfilms.com</a>                     | <a href="http://www.compuserve.com">www.compuserve.com</a>               |
| <a href="http://www.attitude99.com">www.attitude99.com</a>                   | <a href="http://www.connect-to.com">www.connect-to.com</a>               |
| <a href="http://www.atyouroffice.com">www.atyouroffice.com</a>               | <a href="http://www.connect2music.com">www.connect2music.com</a>         |
| <a href="http://www.audiocard.com">www.audiocard.com</a>                     | <a href="http://www.continental.com">www.continental.com</a>             |
| <a href="http://www.autoaccessory.com">www.autoaccessory.com</a>             | <a href="http://www.cosmomag.com">www.cosmomag.com</a>                   |
| <a href="http://www.avault.com">www.avault.com</a>                           | <a href="http://www.costco.com">www.costco.com</a>                       |

www.courier-journal.com  
www.courtstv.com  
www.craftassoc.com  
www.crafterscommunity.com  
www.creaf.com  
www.crestar.com  
www.crosswalk.com  
www.cwssubscribe.com  
www.cyber-nation.com  
www.cybercities.com  
www.datingclub.com  
www.dawsonscreek.com  
www.daytimer.com  
www.decipher.com  
www.deerlake.com  
www.dellauction.com  
www.delphi.com  
www.deltavacations.com  
www.digitalcity.com  
www.discoveromaha.com  
www.divorcesource.com  
www.dollar.com  
www.driveoldsmobile.com  
www.drlaura.com  
www.eakles.com  
www.earlyamerica.com  
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www.etown.com  
www.ezthemes.com  
www.familymoney.com  
www.fidelity.com  
www.findlaw.com  
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www.foxnews.com  
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www.freecreditreport.com  
www.freei.com  
www.freemac.com  
www.ftd.com  
www.funone.com  
www.gamegenie.com  
www.garfield.com  
www.gear.com  
www.getsmart.com  
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www.go2orlando.com  
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www.harborfreight.com  
www.harryanddavid.com  
www.hawaiianair.com  
www.healthgrades.com  
www.healthquick.com  
www.heartwarmers4u.com  
www.historyplace.com  
www.holiday-inn.com  
www.hollowwww.com  
www.homegain.com  
www.homepage.com  
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www.huntington.com  
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www.individualinvestor.com  
www.infoarea.com  
www.insidetheweb.com  
www.intel.com  
www.inter800.com  
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www.iturf.com  
www.ivillage.com  
www.iwarp.com

[www.jack.com](http://www.jack.com)  
[www.janus.com](http://www.janus.com)  
[www.javascript.com](http://www.javascript.com)  
[www.jcpenney.com](http://www.jcpenney.com)  
[www.jfax.com](http://www.jfax.com)  
[www.jokes.com](http://www.jokes.com)  
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[www.kidrock.com](http://www.kidrock.com)  
[www.kidscamps.com](http://www.kidscamps.com)  
[www.knowledgeadventure.com](http://www.knowledgeadventure.com)  
[www.korn.com](http://www.korn.com)  
[www.krause.com](http://www.krause.com)  
[www.krmediastream.com](http://www.krmediastream.com)  
[www.kron.com](http://www.kron.com)  
[www.lasvegassun.com](http://www.lasvegassun.com)  
[www.lessonplanz.com](http://www.lessonplanz.com)  
[www.limp-bizkit.com](http://www.limp-bizkit.com)  
[www.linux.com](http://www.linux.com)  
[www.localeyes.com](http://www.localeyes.com)  
[www.lockergnome.com](http://www.lockergnome.com)  
[www.lovequote.com](http://www.lovequote.com)  
[www.malonefreightlines.com](http://www.malonefreightlines.com)  
[www.marvel.com](http://www.marvel.com)  
[www.mazdausa.com](http://www.mazdausa.com)  
[www.meade.com](http://www.meade.com)  
[www.memolink.com](http://www.memolink.com)  
[www.merck-medco.com](http://www.merck-medco.com)  
[www.mervyns.com](http://www.mervyns.com)  
[www.mexonline.com](http://www.mexonline.com)  
[www.missingkids.com](http://www.missingkids.com)  
[www.montelshow.com](http://www.montelshow.com)  
[www.more.com](http://www.more.com)  
[www.mortgage101.com](http://www.mortgage101.com)  
[www.musictoday.com](http://www.musictoday.com)  
[www.myhelpdesk.com](http://www.myhelpdesk.com)  
[www.nandotimes.com](http://www.nandotimes.com)  
[www.nationjob.com](http://www.nationjob.com)  
[www.ndb.com](http://www.ndb.com)  
[www.netnoir.com](http://www.netnoir.com)  
[www.netscape.com](http://www.netscape.com)  
[www.netsrq.com](http://www.netsrq.com)  
[www.newjoke.com](http://www.newjoke.com)  
[www.newsdirectory.com](http://www.newsdirectory.com)  
[www.nflshop.com](http://www.nflshop.com)  
[www.nissan-usa.com](http://www.nissan-usa.com)  
[www.northernlights.com](http://www.northernlights.com)  
[www.ny-lotto.com](http://www.ny-lotto.com)  
[www.oag.com](http://www.oag.com)  
[www.officeclick.com](http://www.officeclick.com)  
[www.officemax.com](http://www.officemax.com)  
[www.ohwy.com](http://www.ohwy.com)  
[www.olsten.com](http://www.olsten.com)  
[www.osmond.com](http://www.osmond.com)  
[www.outsource2000.com](http://www.outsource2000.com)  
[www.p1cs.com](http://www.p1cs.com)  
[www.pacbell.com](http://www.pacbell.com)  
[www.painewebber.com](http://www.painewebber.com)  
[www.palm.com](http://www.palm.com)  
[www.palmgear.com](http://www.palmgear.com)  
[www.pcguide.com](http://www.pcguide.com)  
[www.pcwebopedia.com](http://www.pcwebopedia.com)  
[www.peoplesearch.com](http://www.peoplesearch.com)  
[www.performancebike.com](http://www.performancebike.com)  
[www.pga.com](http://www.pga.com)  
[www.phantomstar.com](http://www.phantomstar.com)  
[www.photoisland.com](http://www.photoisland.com)  
[www.photoloft.com](http://www.photoloft.com)  
[www.physique.com](http://www.physique.com)  
[www.playbill.com](http://www.playbill.com)  
[www.playstation.com](http://www.playstation.com)  
[www.pollg.com](http://www.pollg.com)  
[www.potterybarn.com](http://www.potterybarn.com)  
[www.pricewatch.com](http://www.pricewatch.com)  
[www.prodreg.com](http://www.prodreg.com)  
[www.publicdata.com](http://www.publicdata.com)  
[www.quepasa.com](http://www.quepasa.com)  
[www.quickbooks.com](http://www.quickbooks.com)  
[www.quintcareers.com](http://www.quintcareers.com)  
[www.rampage.com](http://www.rampage.com)  
[www.realty.com](http://www.realty.com)  
[www.reebok.com](http://www.reebok.com)  
[www remodel.com](http://www remodel.com)  
[www.renegadeolga.com](http://www.renegadeolga.com)  
[www.repriserec.com](http://www.repriserec.com)  
[www.resobase.com](http://www.resobase.com)  
[www.reversephonedirectory.com](http://www.reversephonedirectory.com)  
[www.riddler.com](http://www.riddler.com)  
[www.rogerwilco.com](http://www.rogerwilco.com)  
[www.roughguides.com](http://www.roughguides.com)  
[www.savvysearch.com](http://www.savvysearch.com)

www.sbc.com  
www.scoopswrestling.com  
www.scream3music.com  
www.semaphorecorp.com  
www.server.com  
www.sfnb.com  
www.shaklee.com  
www.sharperimage.com  
www.shoplet.com  
www.showtimeonline.com  
www.sitemeter.com  
www.smartcollecting.com  
www.smartshop1.com  
www.snopes.com  
www.soapnet.com  
www.soapoperadigest.com  
www.social-security-number.com  
www.softseek.com  
www.speedbit.com  
www.spiegel.com  
www.sportsline.com  
www.stampsonline.com  
www.starlingtech.com  
www.startrekcontinuum.com  
www.stonecold.com  
www.stonetemplepilots.com  
www.surfsouth.com  
www.sweepstake0.0m  
  
www.swe(www.sportsline.com)TJT\*-rit.com  
  
wtodaywww.spopes.com  
www.sportsline.9-0.0038 Topplots.com

**Instructions:**

1. If you are a U.S. resident, please check the box below.

IF YES, STOP HERE . RECORD "U" .

GO . . .





**Instructions:** Circle NO or YES for each question below unless instructed to skip the question. **NO YES**

Q5 EMAIL ADDRESSES **15 329**

Q6 PERSONAL IDENTIFYING INFORMATION **44 291**  
 other than email address

(Consult a proctor before relying upon "other" to answer YES to this question.)

Q7 NON-IDENTIFYING INFORMATION **198 227**

(Consult a proctor before relying upon "other" to answer YES to this question.)

**STOP**

Go to your next assigned URL.

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PART 3 - NOTES

**Instructions:** Use this space to record any privacy policy or information practice statement that cannot be printed.

URL \_\_\_\_\_

Federal Trade Commission  
2000 Online Privacy Survey

ID# \_\_\_\_\_

## Third-Party Cookie Survey Form

<b>Surfer's Name</b> _____ <b>Date</b> _____
<b>Assigned Domain (URL)</b> [Random Sample Results] _____



			NO	YES
Q8	THIRD PARTY	OTHER THAN	143	192
	IF YES	URL		

**STOP**

Go to your next assigned URL.







Q14 ONE CIRCLE the number  
 corresponding to your choice

**CIRCLE ONE**

domain	opt in	<b>55</b>
domain	opt out	<b>155</b>
domain consent or offers a choice		
does not make clear		<b>9</b>
does not say anything about	choice	
	domain	<b>244</b>

**PART 3 - DISCLOSURES TO THIRD PARTIES: NOTICE AND CHOICE**

Q15 whether parties discloses personal information it collects to third parties anything about  
**NO YES**  
**52 242**

If NO SKIP Question #18  
 If YES, GO Question #16

Q16 ONE CIRCLE the number CIRCLE ONE  
 corresponding to your choice

does or may personal identifying information third parties. 169

does NOT disclose personal identifying information third parties or only 73

IF YOU CHOSE #1 GO Question #17  
 IF YOU CHOSE #2 SKIP Question #18

Q17 ONE CIRCLE the number CIRCLE ONE  
 corresponding to your choice

opt in 14

opt out 274

consent or offers a choice, personal identifying information does not make clear 37

does not say anything about choice, personal identifying information 44



Q18

## PART 6 - COOKIES

Q24 Do you use any cookies on our website?  anything about **NO YES**  
whether the DOMAIN places cookies **142 153**

If NO, SKIP Question #26  
If YES, GO Question #25

Q25 How many cookies does or may use our website?  and CIRCLE the number corresponding to your choice **CIRCLE ONE**  
**147**  
 does or may  
**6**  
 does not

Q26 Do you use any cookies on our website?  anything about **NO YES**  
whether THIRD PARTIES may place cookies **246 48**

If NO, SKIP Question #27!  
Review your answers for accuracy.  
answered or skipped appropriately  
Go to your next folder

If YES, GO Question #27

Q27 How many cookies do or may use our website?  CIRCLE the number corresponding to your choice **CIRCLE ONE**  
**48**  
 do or may  
**0**  
 do not

**STOP!**

Review your answers for accuracy and to ensure that all questions were answered or skipped appropriately.  
Then, Go to your next folder.



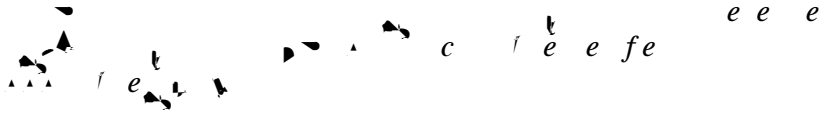






**Instructions:** Circle NO or YES for each question below unless instructed to skip the question.

Q1 ■ PRIVACY SEAL



(Consult a proctor before relying upon "other" to answer YES to this question.)

ASK COPY

Q2 ■ PRIVACY POLICY

If NO, SKIP Question #4

If YES PRINT

PLACE

ASK

COPY

WRITE

Part 3



**Instructions:** Circle NO or YES for each question below unless

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PART 3 - NOTES

**Instructions:** Use this space to record any privacy policy or information practice statement that cannot be printed.

URL \_\_\_\_\_

Federal Trade Commission  
2000 Online Privacy Survey

ID# \_\_\_\_\_

## Third-Party Cookie Survey Form

S \_\_\_\_\_  
m \_\_\_\_\_  
m (R-) [Most Popular Group Results] \_\_\_\_\_



Q8 THIRD PARTY OTHER THAN 20 71  
IF YES URL

**STOP**

Go to your next assigned URL.





**PART 2 - INTERNAL USE: NOTICE AND CHOICE**

Q11	how the domain may use purposes	anything about for internal	<b>NO</b>	<b>YES</b>
			<b>1</b>	<b>91</b>

If NO, SKIP Question #15  
 If YES, GO Question #12

Q12	whether domain communications to the consumer?	anything about to send communi-	<b>2</b>	<b>89</b>
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If NO, SKIP Question #15  
 If YES, GO Question #13

Q13 ONE CIRCLE the number corresponding to your choice

domain does or may send communications to the consumer (other than those directly related to processing an order or responding to a consumer's question)	<b>CIRCLE ONE</b>
domain does not send communications to the consumer (other than those directly related to processing an order or responding to a consumer's question)	<b>87</b>
	<b>2</b>

IF YOU CHOSE #1 GO Question #14  
 IF YOU CHOSE #2 SKIP Question #15

Q14 ONE CIRCLE the number  
 corresponding to your choice

**CIRCLE ONE**

domain	opt in	<b>12</b>
domain	opt out	<b>58</b>
domain consent or offers a choice		
does not make clear		<b>8</b>
does not say anything about	choice	
	domain	<b>9</b>

**PART 3 - DISCLOSURES TO THIRD PARTIES: NOTICE AND CHOICE**

Q15	whether parties	discloses personal information it collects to third parties	anything about	<b>NO</b>	<b>YES</b>
				<b>2</b>	<b>89</b>

If NO SKIP Question #18  
 If YES, GO Question #16

Q16 ONE CIRCLE the number CIRCLE ONE  
 corresponding to your choice

does or may disclose personal identifying information to third parties. 73

does NOT disclose personal identifying information to third parties or only 16

IF YOU CHOSE #1 GO Question #17  
 IF YOU CHOSE #2 SKIP Question #18

Q17 ONE CIRCLE the number  
 corresponding to your choice

CIRCLE ONE

personal identifying information opt in 8

personal identifying information opt out 26

consent or offers a choice, personal identifying information does not make clear 21

does not say anything about personal identifying information choice 19



**PART 4 - ACCESS**

		<b>NO</b>	<b>YES</b>
Q18	review at least some personal information	<b>48</b>	<b>43</b>
Q19	personal information have inaccuracies corrected in at least some	<b>21</b>	<b>70</b>
Q20	deleted have at least some personal information about them	<b>63</b>	<b>28</b>

**PART 5 - SECURITY**

Q21	takes any steps to provide security?	<b>24</b>	<b>67</b>
	If NO, SKIP Question #24 If YES, GO Question #22		
Q22	security during transmission	<b>18</b>	<b>49</b>
Q23	security after the domain has received the information	<b>24</b>	<b>43</b>

## PART 6 - COOKIES

Q24 whether the DOMAIN places cookies anything about **NO YES**  
**12 79**

If NO, SKIP Question #26  
 If YES, GO Question #25

Q25 ONE and CIRCLE the number corresponding to your choice **CIRCLE ONE**  
 does or may **79**  
 does not **0**

Q26 whether THIRD PARTIES may place cookies anything about **NO YES**  
**53 38**

If NO, Review accuracy answered or skipped appropriately  
 !  
 Go to your next folder

If YES, GO Question #27

Q27 ONE CIRCLE the number corresponding to your choice **CIRCLE ONE**  
 do or may **38**  
 do not **0**

STOP!

Review your answers for accuracy and to ensure that all questions were answered or skipped appropriately.  
Then, Go to your next folder.



2000

## GENERAL INSTRUCTIONS

1. Your role in the survey is to determine whether your assigned domains collect personal information from online consumers and post disclosures about the collection and use of this information. We refer to these disclosures as "Privacy Policies" or "Information

## STEP-BY-STEP INSTRUCTIONS

Start with the first assigned domain (URL) on your list. Enter the domain's ID Number (shown on your list of assigned URLs), URL, your name and the date on page 1.

### PART I SCREENING

This part of the form requires you to answer a series of screening questions to determine whether the domain should be included in the survey. Where possible, answer these questions by looking at the home page. If the home page does not provide enough information, skim the domain. If you determine that a domain should be excluded from the survey, indicate the reason for your decision by entering the appropriate letter in the box on page 1.

(1) Are you unable to access this URL?

Exclude a domain from the survey if you are unable to access it because you receive a message that the domain is "Under Construction," "Inactive," or "Unavailable," or because you receive a "404 error" or "No DNS Entry" message. Record a "U" in the box at the upper left on page 1 and to go your next assigned URL.

If you are able to access the domain, answer screening question (2).

Note: If, when typing in an assigned URL, you are automatically referred to another URL, apply the following screening criteria to the new URL.

(2) Is the domain an "adult site?"

Determine whether, in your judgment, the domain's content and graphics are pornographic in nature. If the domain is an \_\_\_\_\_, exclude it from the survey. Record an "A" in the box at upper left on page 1 and go to your next assigned URL. If the domain is not an \_\_\_\_\_, answer screening question (3).

(3) Is the domain *directed to children under the age of 13*?

Consider the following factors (taken from the Children's Online Privacy Protection Rule, 16 CFR § 312.2): the domain's subject matter, visual or audio content, age of models, language or other characteristics; whether advertising appearing on the domain is directed to children; and whether the domain uses animated characters and/or child-oriented activities and incentives. Use these factors to form a judgment as to whether the domain is \_\_\_\_\_ ( \_\_\_\_\_ ) \_\_\_\_\_ 13. If the domain is \_\_\_\_\_ 13, exclude it from the survey. Record a "K" in the box at upper left of page 1 and go to your next assigned URL.

If, after answering all three screening questions, you have not excluded the domain from the survey, print the home page, write the domain's ID number on it, and place it in a folder. Write the domain's ID Number on the folder tab. You are now ready to answer the survey questions in PART 2.

## PART 2 DOMAIN ATTRIBUTES

This part of the form requires you to answer questions about the domain's content. Proceed through the form from beginning to end, in the order directed by the instructions on the form. Do not answer questions out of order, unless instructed to skip a question. Circle NO or YES for each question, unless instructed to skip the question.

### PLACES TO LOOK FOR PRIVACY SEALS, PRIVACY POLICIES, INFORMATION PRACTICE STATEMENTS, AND COLLECTION OF PERSONAL INFORMATION

Try to view every screen on the domain. If the domain is extremely large, look for screens where personal information collection is likely to occur or where privacy disclosures are likely to be posted. Here are some ideas:

registration form	order form	survey form
terms of service	terms of use	guest book / "About You"
FAQs	contest registration	Help
account page	"feedback"	legal page
membership page	"subscribe here"	"shop here"

If the domain has a search tool, type terms such as "privacy," "security," "mailing list," or "order form."

### PRIVACY DISCLOSURES

Question 1 Is a PRIVACY SEAL posted on this domain?

Several privacy assurance programs have been developed that license privacy seals to online companies whose information practices meet program standards. This question asks whether such a privacy seal is posted on the domain. Typically, these seals appear on the home page or with a domain's Privacy Policy, but you should not stop there if you find no seal. Continue to search the domain until you are satisfied that a privacy seal either is or is not posted.

Color reproductions of each of the privacy assurance program seals listed as examples in this question accompany this training manual. If you find a seal or icon that is not listed as an example but appears to be a privacy seal, consult a proctor before Circling "YES" and writing the name of the seal on the line provided.

Question 2 Is a PRIVACY POLICY posted on this domain?

Increasingly, online companies are posting descriptions of their information practices. In this survey, we refer to these descriptions as "Privacy Policies." A Privacy Policy may, for example, describe what an online company does with any personal information it collects from online consumers, as well as any options it provides online consumers regarding how it will use this information. It may also describe the steps the domain takes to provide security for personal information it collects, or procedures available to online consumers to see what information has been collected about them. Companies don't always use the term "Privacy Policy," so look for terms such as "Privacy Statement," "Privacy," "Security," "Online Privacy Practices," or "Our Policies."

If you find a Privacy Policy, print it, write the domain's ID Number on the printout, and place it in the domain's folder. Check to be sure that you have printed the entire Privacy Policy. If the domain has both a Privacy Policy and a Security Policy, be sure to print them both. If, after trying the printing tips listed below, you cannot print the Privacy Policy, copy it verbatim in Part 3 of the survey form.

Note: If a Privacy Seal is posted on the domain, clicking on it may take you to the seal program's standards rather than the domain's Privacy Policy. Be sure you find and print the domain's Privacy Policy.

Note:



Question 4 Is one or more INFORMATION PRACTICE STATEMENT(S) posted on this domain?

Often online companies post disclosures about particular information practices in various locations on a domain where they are most relevant, for example, on order forms or registration pages. We refer to such individual disclosures as "Information Practice Statements." This is our term; it is unlikely that you will see the phrase "Information Practice Statement" on domains. A list of sample Information Practice Statements accompanies these instructions. These are the types of disclosures that you are looking for. If you are uncertain as to whether a disclosure is an Information Practice Statement, consult a proctor.

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Question 5 Does the domain collect EMAIL ADDRESSES?

For purposes of this question, all opportunities for providing the domain an online consumer's email address, including the online forms listed in the box on page 3, sending email to the online company, or contacting the domain's Webmaster, are considered collection of an email address.

Question 6 Does the domain collect PERSONAL IDENTIFYING INFORMATION other than an email address?

As noted above, we define "personal identifying information" as information that can be used to identify or locate an individual. An email address is one type of personal identifying information. Other examples include name, postal address, telephone number, fax number, credit card number, and Social Security number. This question asks you to determine whether the site is collecting

## PRINTING TIPS

- (1) Wait for the Web page to finish loading ("Document Done" on lower tool bar), click on the "Stop" button, then print.
- (2) If you cannot print the entire screen, but the text you want to print appears in a "frame," print the frame by clicking on it and then clicking on "File" and "Print Frame."
- (3) If you experience difficulty, highlight the text you want to print and type Ctrl-C (or use the "Copy" button) to copy the text to the clipboard. Then go into WordPerfect 8 and



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1. Delete all cookie files in your computer's cookie cache.
2. Be sure that your browser preferences are set to warn you before accepting a cookie.
3. Write your name and the date in the spaces provided.



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## GENERAL INSTRUCTIONS

1. Your role in the survey is to answer questions about the content of the privacy disclosures of your assigned domains. You should answer the questions in the Content Analysis Form based on a careful reading of all the privacy disclosures in your folder.
2. You should rely only on the privacy disclosures in your folder. Do not look at or rely upon the pink Survey Form in your folder to complete the Content Analysis Form. Note: When a privacy disclosure could not print, the disclosure will be written on the back of the pink Survey Form.
3. Complete the Content Analysis Form in order, and carefully follow directions regarding when to skip certain questions. Please do not skip around the Form.
4. You must work independently. Do not discuss your answers with or seek help from anybody except as explained under point #5, below.
5. Every domain's privacy disclosures will be reviewed by two content analysts you and your partner. As a team, you will be given a set of 10 folders (each containing one domain's privacy disclosures) to analyze at one time. Divide these folders between the two of you i.e., five folders each. After you have each completed analyzing 5 folders, you will remove the white Content Analysis Forms you completed and swap the folders. You will then each independently analyze the 5 folders your partner analyzed first. Once you have each analyzed all ten folders, you and your partner will meet to reconcile your answers. For each folder you reviewed, you must compare your answers to each question on the Content Analysis Form. Where your answers disagree, you must discuss the question and arrive at a single answer. Then, record your reconciled answers for all questions (including those questions that you agreed upon) on

## DEFINITION OF KEY TERMS

1. "Privacy Disclosure:" Privacy disclosures refer to any statement on a domain regarding that domain's information practices i.e., what information they collect, what they do with it, and how they treat it. Privacy disclosures include both "privacy policies" and "information practice statements." A privacy policy is a detailed or unified description of a domain's information practices. Often, online companies also post disclosures about particular information practices in various locations on a domain where they are most relevant, for example, on order forms or registration pages. We refer to such discrete disclosures as information practice statements, although they are not titled as such. They are simply privacy disclosures that appear outside a privacy policy. The information practice statements that the surfer found should be highlighted. Your answers on the Content Analysis Form should be based on all of the privacy disclosures found in the domain's folder, read together.
2. "Personal identifying information:" We use the term "personal identifying information" to refer to information that can be used to identify or locate an individual. Examples: email address, name, address, phone number, fax number, credit card number, Social Security number.
3. "Non-identifying information:" We use the term "non-identifying information" to refer to information that, taken alone, cannot be used to identify or locate an individual. Examples: Age/date of birth, gender, occupation, education, ZIP code with no address, interests, hobbies, types of hardware/software using, income.  
Note: Non-identifying information refers to the type of information, regardless of whether such information is collected along with, or is linked to, personal identifying information.
4. "Personal information:" We use this term to refer to EITHER "personal identifying information" AND/OR "non-identifying information."  
Note: Domains use different terms to describe personal information. You must read a domain's privacy disclosures carefully to understand what information a statement is referring to. You should not necessarily equate the term "personal information" as it appears in a privacy disclosure with the term as it is used in these instructions or on the Content Analysis Form.
5. "Third party:" Any entity other than the assigned domain. Examples: advertisers, affiliates, subsidiaries, business partners, or other companies.





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Answer N[.p 0/F12 15.38122.06 TD05.0017 Tc80.0166[( If you do not find a statement about wh

Send us an email to get on our email updates list.

Click here if you do not want to receive emails from us in the future.

Put me on your mailing list [click-box checked]

We never send you email about our products and services without your consent.

When you send a question to "Ask the Doctor," you must provide us an email address. We use this address to answer your question.

Answer NO: If you do not find a statement about how the domain may use personal information it collects for internal purposes, i.e., the privacy disclosures are silent with respect to how the domain may use personal information it collects for internal purposes.

Note: Questions 12, 13 and 14 are a group. All three deal with one particular use of personal information for internal purposes — namely, the use of personal information by the domain to send communications to the consumer. Question 12 asks if there is any statement (positive or negative) about this type of use. If there is such a statement, Question 13 asks what the statement says, i.e., whether the domain says that it does or does not use personal information to send communications to the consumer (other than those directly related to processing an order or responding to a consumer's question). If the domain says that it does use personal information in this way, Question 14 asks whether the domain says that it provides consumers with any choice with respect to this use of personal information.

Question 12      /      *anything about*  
*whether domain*      *to send communica-*  
*tions to the consumer*

orses.

A

information is not or is never used by the domain to send communications to the consumer. You should also answer YES to this question if you find a statement whose clear implication is that the information will or will not be used to send communications to the consumer.

Examples: We never use your personal information for any purpose.

We only use your email address to send you a message confirming that your order was processed and to tell you the date your product will be shipped.

We only use your information to process your order.

We use your email address to send you newsletters that may be of interest to you.

Send us an email to get on our email updates list.

[Click here](#) if you do not want to receive emails from us in the future.

Put me on your mailing list  [click-box checked]

We never send you email about our products and services without your consent.

choice regarding the use of their personal information to send communications to the consumer (other than those directly related to processing an order or responding to a consumer's question), and, if so, to determine the nature of that choice.

Note: We ask about two types of choice - "opt-in" and "opt-out":

- "Opt-in" choice requires an affirmative act by the consumer (such as checking a click-box or sending an email or a letter) before the information can be used in a particular manner; i.e., the default is that the information will not be used.
- "Opt-out" choice allows the consumer to take an action (such as checking a click-box or sending an email or a letter) to prevent the information from being used in a particular manner; i.e., the default is that, absent action by the

consumer, the information will be used.

Note: If the domain provides choice with respect to sending at least some communications to the consumer (other than those directly related to processing an order or responding to a consumer's question), then answer Question 14 based on that choice. Thus, for example, if the domain provides consumers choice with respect to being on the domain's mailing list, but does not state that it provides choice with respect to other communications it may send, answer Question 14 based on the choice provided with respect to mailing lists.

Circle 1 ("opt in"): If the domain requires an affirmative act by the consumer before it will use personal information to send communications to the consumer (other than those directly related to processing an order or responding to a consumer's question). The personal information is not used until the consumer takes some required action. Thus, if the consumer does not want his or her personal information used in this way, he or she does not have to do anything.

Examples: Send us an email to get on our email updates list.

Click here to be included in our mailing list.

If you would like to receive email updates with information about sales and discounts, fill out this form.

Circle 2 ("opt out"): If the domain will use personal information to send communications to the consumer (other than those directly related to processing an order or responding to a consumer's question), unless the consumer takes some required action to stop this use of personal information. Thus, if the consumer does not want his or her personal information used in this way, he or she must take some required action.

Examples: Click here if you do not want to receive emails from us in the future.

Put me on your mailing list [click-box checked]

If you do not want to receive email updates with information about sales and discounts, please send an email to the following address.

Circle 3 ("consent or choice, but unclear what type"): If the domain states that it requires the consumer's consent before sending, or that it offers a choice with respect to receiving communications from the domain (other than those directly related to processing an order or responding to a consumer's question), but does not make clear whether the choice is opt-in or opt-out.



if you find a statement that personal information is not or is never disclosed by the domain to third parties.

Examples: We never share your name and address with any third party.

We may share information about our visitors with our advertisers, but we will only share such information in the aggregate. We will never disclose your identity to any third party.

We may disclose your information to third parties, but only to complete delivery of your order.

We occasionally disclose our mailing list to our affiliates so that they can send you information about special offers that may interest you.

If you want to receive special offers from our business partners, send us an email.

If you do not want us to share your personal information with any other parties, click here.

I'd like to receive special offers from your business partners [click-box checked]

We will never disclose your personal information without your consent.

Answer NO: If you do not find a statement about whether the domain discloses personal information it collects to third parties, i.e., the privacy disclosures are silent with respect to whether the domain discloses personal information it collects to third parties.

Example: We will use your personal information to process your order and serve you better.

Question 16 This question requires you to characterize what the domain says regarding the disclosure of personal identifying information to third parties.

Note: This question refers to personal identifying information. You must read the privacy disclosures carefully to see whether the domain does or may disclose such information, as opposed to non-identifying information. If the domain speaks generally about disclosure of personal information — without distinguishing between identifying or non-identifying informa-



tion — YOU SHOULD TREAT THE STATEMENT AS REFERRING TO PERSONAL IDENTIFYING INFORMATION.

Circle 1 (“does or may”): If you find a statement that the domain does or may disclose personal identifying information to third parties.

Examples: We occasionally disclose our mailing list to our affiliates so that they can send you information about special offers that may interest you.

If you want to receive special offers from our business partners, send us an email.

If you do not want us to share your personal information with any other parties, click here.

I'd like to receive special offers from your business partners [click-box checked]

9.34 you find a statem domain

Note: We ask about two types of choice — “opt-in” and “opt-out.” Please review the notes on this issue accompanying Question 14.

Note: If the domain provides choice with respect to the disclosure of at least some personal identifying information to at least some third parties, answer Question 17 based on that choice. Thus, for example, if the domain says that it provides consumers choice with respect to the disclosure of personal identifying information to advertisers, but does not say that it provides choice with respect to the disclosure of personal identifying information to other third parties, answer the question based on the choice provided with respect to advertisers.

Circle 1 (“Opt in”): If the domain requires an affirmative act by the consumer before it will disclose personal identifying information to third parties. The personal identifying information is not disclosed until the consumer takes some required action. Thus, if the consumer \_\_\_\_\_

the choice is opt-in or opt-out.

Examples: We will never disclose your personal information without your

Question 19

*have inaccuracies corrected in at least some personal information*

Note: Privacy disclosures may use terms such as “edit” or “update” rather than “correct.”

Answer YES: If you find a statement that the domain allows consumers to have inaccuracies corrected in at least some personal information about them.

Examples: To correct your account information, select the “Edit” feature under “My Account.”

If you’ve moved, send us an email with your new address and we will update your information.

Answer NO: If you do not find a statement that the domain allows consumers to have inaccuracies corrected in at least some personal information about them (i.e., the privacy disclosures are silent on this issue), or if you find a statement that the domain does not allow consumers to have inaccuracies corrected in at least some personal information about them.

Question 20

*have at least some personal information about them deleted*

Answer YES: If you find a statement that the domain allows consumers to have at least some personal information about them deleted.

Examples: You may also delete information.

To have your name and address deleted from our database, send us an email.

Answer NO: If you do not find a statement that the domain allows consumers to have at least some personal information about them deleted (i.e., the privacy disclosures are silent on this issue), or if you find a statement that the domain does not allow consumers to have at least some personal information about them deleted.



Question 22

security,  
during transmission

Note: Secured Socket Layer or "SSL" refers to security during transmission.

Answer YES: If you find a statement that the domain takes steps to provide security during transmission of the information from the consumer to the domain.

Examples: We use SSL to protect your credit card information.

We encrypt your information when you send it to us.

Answer NO: If you do not find a statement that the domain takes steps to provide security during transmission of the information (i.e., the privacy disclosures are silent on this issue), or if you find a statement that the domain does not take steps to provide security during transmission.

Note: General statements about security, which do not relate to transmission specifically, result in a "No" answer to this question.

Examples: We take steps to ensure the security of your information.

We provide security for all information we collect.

This is a secure site.

We strive to ensure the security of your information. However, we cannot guarantee such security.

We store all our customer information on a secure server.

We use firewalls to prevent unauthorized access to our databases and servers.

Question 23

security,  
, after the domain has received the information ( . . . )

Answer YES: If you find a statement that the domain takes steps to provide security for personal information after the domain has received the information.

Examples: We store all our customer information on a secure server.

We use firewalls to prevent unauthorized access to our databases and servers.

Answer NO: If you do not find a statement that the domain takes steps to provide security for personal information after the domain has received the information (i.e., the privacy disclosures are silent on this issue), or if you find a statement that the domain does not take steps to provide security for personal information after the domain has received the information.

Note: General statements about security, which do not specifically relate to security

We do not use "cookies."

Answer NO: If you do not find a statement about whether the domain places cookies, i.e., the privacy disclosures are silent on this issue.

Question 25 This question requires you to characterize what the domain says about its use of cookies.

Circle 1 ("does or may"): If the domain says that the domain does or may place cookies.

Examples: We use cookies on this site.

We also collect certain information through cookies.

We might in the future use cookies.

Circle 2 ("does not"): If the domain says that the domain does not place cookies.

Example: We do not use "cookies."

Question 26 *whether THIRD PARTIES may place cookies / anything about*

Answer YES: If you find a statement that third parties may place cookies and/or collect personal information on the domain. Also answer YES if you find a statement that third parties do not place cookies and/or collect personal information on the domain.

Examples: Advertisers whose ads appear on our site may use cookies.

We cannot control the use of cookies by advertisers or partners on our site.

We do not allow third parties to place cookies or collect personal information on our site.

Answer NO: If you do not find a statement about whether third parties may place cookies and/or collect personal information on the domain, i.e., the privacy disclosures are silent on this issue.



Question 27 This question requires you to characterize what the domain says about third parties' use of cookies on the domain.

Circle 1 ("do or may"): If the domain says that third parties do or may place cookies and/or collect personal information on the domain.

Examples: Advertisers whose ads appear on our site may use cookies.

We cannot control the use of cookies by advertisers or partners on our site.

Circle 2 ("do not"): If the domain says that third parties do not place cookies and/or collect personal information on the domain.

Example: We do not allow third parties to place cookies or collect personal information on our site.