

# Privacy and Fitness Apps: How Dutch users perceive recommendations on how developers of fitness apps can increase their transparency

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### **ABSTRACT**

In recent times, there have been breaches of privacy involving fitness apps. Researchers which have conducted studies involving end users of fitness apps have found out that there is a want from users that developers of fitness apps should become more transparent when it comes to communicating to end users the privacy implications of using their fitness apps. The Rathenau Institute and the Center for Digital Democracy , have come up with recommendations for developers of fitness apps as to how they can become more transparent when it comes to communicating to end users the privacy implications of using their fitness apps. There has been no study which has looked at what users think of their recommendations. The research question of this study was: How do Dutch users of fitness apps perceive recommendations by research institutes on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps? To get an answer to the RQ, ten semi-structured interviews with Dutch fitness apps users were held. The resulting data was then analysed using a hybrid approach to thematic analysis. The themes generated were good beginning, not good enough, incentivisation plays a key role, nuances apparent, surprised about implementation and social media importance. These themes showcase the main perceptions. Firstly, all of the studied Dutch users perceived all or most of the recommendations to be a good beginning in helping developers of fitness apps to increase transparency regarding conveying information to end users concerning the privacy implications of using their fitness apps. Secondly, nearly all of the studied Dutch users had the same perception, which was even if these recommendations were implemented they would still take extra precautions concerning their privacy. In addition, five of the studied Dutch users shared a perception of the recommendations with that being that although they found the recommendations to be good, for them to pay attention to information regarding the privacy implications of using fitness apps, they have to be incentivised. Furthermore, nearly all of the studied Dutch users perceived the recommendations through a lens which was critical. Moving on, another perception of the recommendations that five of the studied Dutch users shared is that they were surprised that the recommendations were not implemented already. Lastly, another perception of the recommendations that was shared by some of the studied Dutch users is that they noted that what was vacant from these recommendations was a recommendation about social media.

**KEYWORDS:** Privacy, Fitness Apps, Recommendations, Transparency, Interviews

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## 1. Introduction

In recent times, there have been high-profile controversies that have highlighted the abuse of user data by big corporations (Hinds et al., 2020). One of the largest scandals to date involved Facebook and Cambridge Analytica (a political data analytics company) (Hinds et al., 2020). In 2018, Facebook and Cambridge Analytica had both been involved in a huge data breach (Hinds et al., 2020). Personal data that came from 87 million Facebook users was collected by Cambridge Analytica without asking for their consent (Hinds et al., 2020). This started a huge debate on privacy on the internet (Masur, 2020). A type of application that gathers a large amount of data from its users is fitness apps (Gupta, 2021).

Fitness apps allow users to get fit and healthy, whilst gathering large amounts of user data (Gupta, 2021). Fitness apps are applications that can be downloaded by an individual on any sort of mobile device and can be used in any place to get fit (Jossa-Bastidas et al., 2021). Gupta (2021) states that these apps perform a variety of different tasks, like enabling users to track the number of calories they digest, track their workout routine, fitness goals and gather workout ideas and share their progress with other people on social media to help assist behaviour change which is healthy. They can also be utilized as a platform to back healthy behaviour change with nutrition plans, personalized workouts and fitness advice (Jossa-Bastidas et al., 2021). Users are also able to use fitness apps in conjunction with wearable technology, this allows users to keep an oversight of their fitness regimes (Gupta, 2021). As soon as users download a fitness app, they are asked to fill in personal information about themselves, like height, age, weight, gender, name and eating habits to name a few examples (Gupta, 2021). Users can share the results of their workouts on social media via the app or take a screenshot and post the results to their social media (Jossa-Bastidas et al., 2021).

Recently, there has been regulation introduced such as the General Data Protection Regulation (Spagnuolo et al., 2019). Regulation which requires mobile apps (including fitness apps) to be more transparent about how they process user data (Spagnuolo et al., 2019). Studies done by the Rathenau Institute (2019) and the Center for Digital Democracy (2019) found that there are still some issues to do with the level of transparency that fitness apps give to end users regarding information concerning the processing of user data. The Rathenau Institute (2019) and the Center for Digital Democracy (2019) in their study came up with recommendations that developers of fitness apps could use as to how they could improve being transparent regarding communicating to end users the privacy implications of using their fitness apps.

The Rathenau Institute is a Dutch research organization. The Rathenau Institute assists the construction of political and public opinion on socially appropriate forms of technology and science (KNAW, n.d.). They do this by studying the evolution and arrangement of technology, innovation and science through nurturing political and public discussion on relevant issues (KNAW, n.d.). The Rathenau Institute does research on new technologies specifically at their opportunities and risks (KNAW, n.d.). They also analyse facts and figures which are to do with the Dutch innovation and science system (KNAW, n.d.). The Rathenau Institute is also a member of the European Parliamentary Technology Assessment. Thus what this organization does and is a member of is part of the reason why their recommendations are looked at in this study.

The Center for Digital Democracy is seen in the US as one of the leading non-profit organizations which promotes consumer and privacy protection, data justice and fairness in the digital age (Center for Digital Democracy, n.d.). Since their founding in 2001, the Center for Digital Democracy has been at the vanguard of research, advocacy and public education helping to protect the public in the so-called “Big Data” and digital era (Center for Digital Democracy, n.d.). Thus what this organization does and stands for is part of the reason why its recommendations are looked at in this study.

This leads to the research question of this study which is: How do Dutch users of fitness apps perceive recommendations by research institutes on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps?

The reason why Dutch users are focused on in this study is due to a combination of reasons, firstly being that there have not been that many user studies to do with fitness apps that have looked at Dutch users and their viewpoint specifically. Secondly, the Dutch market when it comes to fitness apps is an ever rapidly expanding one, with revenue stemming from the market projected to reach US\$66.33m in 2022 and US\$129.40m by 2026 (De Korver, 2019; Statista, 2021a). Thus the combination of these two reasons provides sufficient reasoning as to why this study focuses specifically on Dutch users of fitness apps.

The reason as to why this research is societally relevant is because, out of research it shows that users of fitness apps want to know more about how developers of fitness apps handle their data (Bol et al, 2018; Hinds et al., 2022). Thus this research allows developers of fitness apps to see what users think about recommendations on how developers of fitness apps could be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps.

This research is academically relevant as it aims to fill a gap left in existing research. There have been previous studies that have shown that fitness apps are successful in improving physical activity (Laranjo et al., 2020). In addition to that there has been research which have looked at why users of fitness apps use them (Joseph et al., 2020; Zhang & Xu, 2020). Adding on that, there have also been studies which has looked at how users of fitness apps perceive the privacy implications of using fitness apps (Kim & Lee, 2022; Liu & Avello, 2021). There has also been research that states that users of fitness apps think that developers of fitness apps should become more transparent with regards to conveying information concerning the privacy implications of using their fitness apps (Bol et al., 2018; Fietkiewicz & Ilhan, 2020). What however has not be studied yet, is what users (specifically Dutch) think of recommendations from research institutes when it comes to how developers of fitness apps can improve being more transparent when it comes to communicating the privacy implications of using their fitness apps.

The way in which in this research paper is organized is that firstly the theoretical framework outlines the relevant literature that is necessary for this research. The main focus of the literature looks at the concepts of transparency, user-centricity and also the recommendations from the research institutes (the Rathenau Institute and the Center for Digital Democracy). After that comes the methodology chapter which discusses and outlines the research design for this qualitative research. This methods chapter amongst other things explains the implementation of the semi-structured interviews and thematic analysis in this research. Afterward, comes the results section in which the findings of this research is seen. Lastly, comes the conclusion which outlines the answer to the research question, reflections on theory used, the limitations of the study, future consideration for research institutes and possible research for the future.

## 2. Theoretical Framework

It is pivotal for the theoretical framework to state the research question of this study again. The main research question of this project being: “How do Dutch users of fitness apps perceive recommendations by research institutes on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps?”

There has been research done about users of fitness apps and privacy but not what they think about recommendations on how developers of fitness apps could improve being transparent in conveying information to end users regarding the privacy implications of using their fitness apps. One of the aims of this research is to find out more in-depth what end users of fitness apps think about their privacy when using the apps. The concepts that will be discussed in this theoretical framework are the concepts of transparency and user-centricity, the reason why they are relevant for this research is that they provide the necessary theoretical backbone for this research study.

The structure of the theoretical framework as follows, firstly the concept of transparency will be explained, then the concept of user-centricity will be explained and finally the recommendations from the research institute on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps will be explained.

### 2.1 Transparency

In literature to do with transparency, transparency is normally portrayed as either sometimes a tool or as a principle. Tiessen (2014) for example, states that transparency is often viewed as either an ethical or moral good, however it is actually a tool for PR to act upon. Carroll and Einwiller (2014) talk about transparency in a framework of communication and businesses, which is important for this research as developers of fitness apps are in fact businesses. Carroll and Einwiller (2014) state transparent communication as clear and apparent communication, which demonstrates the congruence between a business's behaviour and motives. Rawlins (2008) goes into more detail by stating stakeholders, he views transparency as a deliberate attempt to make all lawfully, negative or positive, public information accessible in a manner that is unequivocal, balanced, timely and accurate thus making it simpler for the public to comprehend and judge based off of the information and keep “organizations accountable for their actions, policies and practices” (p.75).



Rawlins (2008) states that society stands to benefit from transparency as then businesses can be held accountable for their actions. Carroll and Einwiller (2014) state that the public demands transparency from businesses. This meaning that the public would like to see business activities which are transparent. The aim of transparency is to allow stakeholders to investigate the practices of businesses (Carroll & Einwiller, 2014).

According to Baker (2008) and Rawlins (2008), transparency also benefits businesses. Transparency is essential for businesses, as it is ethical and makes clear this notion of openness towards the public (Baker, 2008). Adding on, transparency benefits businesses as they earn trust and loyalty from employees and different stakeholders when being transparent (Rawlins, 2008). Although transparency can also help make clear a business's weak points, it is tolerable because Rawlins (2008) says in that manner transparency encourages businesses to behave more and improve.

According to Rawlins (2008) there is little worth for businesses to assess their own transparency as transparency builds upon the perception of stakeholders. Moving on, he is critical of the notion that stating that you are transparent does not always correlate to transparency. For instance he states that even though transparency and corporate social responsibility are regularly connected to one another, does not imply that a business which has a CSR rapport would become automatically transparent and thus accountable for their practices.

### **2.1.1 Transparency and Fitness Apps**

These above notions of transparency also apply to the context of fitness apps. As in a way developers of fitness apps are forced to be transparent (Hatamian et al., 2019). As fitness apps are collecting user's personal data, they need to complete a specific degree of security and privacy regulation which is imposed by law for example the General Data Protection Regulation (Alhajri et al., 2022). Legislation forces developers of fitness apps to make users aware about their specific data collection and processing techniques in a privacy policy which is written (Hatamian et al., 2019). Thus, the written privacy policies are the central source for end users to inform themselves about how fitness apps go about with the collecting and processing of their personal data (Hatamian et al., 2019).

Thus in this sense, it can be seen that developers of fitness apps have to legally be transparent in terms of how they collect and process user data. What this transparency means for end users is that they are able to make an informed decision as to whether or not they want to use a specific fitness app on the basis of their data collection and processing techniques

(Alhajri et al., 2022). Adding onto that what this transparency means for end users is as stated above, this transparency allows end users to hold developers of fitness apps accountable in terms of their data collecting and processing techniques with regards to personal information (Metzger et al., 2021). Thus if end users come to find out that the developers of fitness apps are collecting and processing their personal data in ways which are not stated in the privacy policy, they could end up facing dire consequences (Metzger et al., 2021).

What this transparency can be seen for developers of fitness apps is that although it is legally required for them to be transparent about their data collecting and processing techniques regarding user data, this could help them to create a relationship with its end users which revolves around trust and openness (Metzger et al., 2021). This possible creation of that type of relationship could help lead them to generate more revenue (Metzger et al., 2021).

Focusing on the GDPR, Articles 5 (1,a) and 12 state that personal data has to be processed in a transparent way (Tzanou, 2020). Businesses have to be transparent regarding the information which is mentioned in Articles 13 and 14, the rights which the data subject has in Articles 15-22 and the communication of an occurrence of a data breach if it happens (Article 34) (Tzanou, 2020). This information has to be given in an intelligible, transparent and easily available form utilising plain and easy to understand language (Tzanou, 2020).

Continuing on, fitness apps need to provide end users with the information stated in Article 13 of the GDPR in order to be transparent (Mulder & Tudorica, 2019). There was research done by Mulder and Tudorica (2019) which compared the texts of the privacy policies of three fitness apps to see whether they are in compliance with the transparency rules of the GDPR. Their study found out that all three fitness apps state who they are, thus it is clear who processes the data. However, data can also be given to third parties, their study found out that the privacy policies of the three fitness apps do not specifically mention these third parties. When it comes to the question of why their data is being processed, their study found out that none of them state a legal basis for the processing of data. In compliance with Articles 15-22 of the GDPR, their study found out that the privacy policies of the three fitness apps state the rights which the user has. Their study also found out that they also mentioned in their privacy policies that if a data breach were to occur that they would notify the end users, this can be seen as them promising to adhere to Article 34 of the GDPR. Thus, the research by Mulder and Tudorica (2019) shows that there are still issues with fitness apps when it comes to their privacy policies being transparent about their data processing to end users.

Moving on, there has also been research done that has looked at user perspective of fitness apps to privacy. One of the studies done by Bol et al. (2018) found out that users are

interested in finding out more information about the security and privacy of their fitness app, this result can be interpreted as users wanting the developers of fitness apps to be more transparent when it comes to the privacy implications of using their fitness apps. This study also found out that users were not that confident in developers of fitness apps keeping their data safe, as in recent times there had been a lot of instances in which companies had suffered data breaches in which a lot of personal user data were taken.

Adding to that a study done by Mink et al. (2022) found that end users want more transparency from developers of fitness apps regarding the privacy implication of using their fitness apps due to past privacy incidents. These users referred to two incidents primarily involving Strava and MyFitnessPal. Strava is an American website and mobile app utilized for tracking physical exercise which includes features akin to social networks (Strava, n.d.). It is most frequently used for running and cycling using GPS data (Strava, n.d.). Strava utilises a freemium model with only some features and aspects of the app only available if paid for (Strava, n.d.). In 2018, Strava stated that it would help make their privacy features more simplistic to enable users to have greater control over their data, this coming after researchers found out that users of the Strava app were unintentionally sharing their personal work data and making secret government facilities and military bases known (Whittaker, 2021). MyFitnessPal is a mobile app and website which helps users to track their diet and their exercise routines (Torres et al., 2020). The app utilizes gamification techniques to encourage users to exercise and diet properly (Torres et al., 2020). On March 25, 2018 (when Under Armor still owned the app), Under Armor communicated to users that MyFitnessPal had suffered a data breach that affected 150 million accounts (Sloan & Warner, 2019). The hackers who got access to the data, got users usernames, passwords and email addresses (Torres et al., 2020). It was found out that a year after the data breach occurred that the data stemming from the MyFitnessPal hack was located on the dark web and was being sold for about \$20,000 (Sloan & Warner, 2019).

Another study that was done by Fietkiewicz & Ilhan (2020) found out that users of fitness apps believed that developers of fitness apps should become more transparent when it comes to communicating the privacy implications of using their fitness apps. Metzger et al. (2021) state that although developers of fitness apps can become more transparent with communicating to end users about the privacy implications of using their fitness apps, it is not guaranteed that the end users will pay attention to this information.

However Berkowitz (2022) states that developers of fitness apps being more transparent in communicating to end users about the privacy implications of using their fitness

apps is one of the ways to help end user concerns surrounding privacy. Berkowitz (2022) goes onto to state that it is a question of the developers of fitness apps communicating this information in a manner that end users have to engage with it. Doss (2020) goes onto to state that incentivizing the end users to pay attention to privacy implications of using the fitness apps could be a way for developers of fitness apps to get them to pay attention to information related to the privacy implications of using fitness apps. One of the possible ideas is making end users have to complete a series of mini-games and questions about the privacy implications of using the fitness apps before actually getting to use the fitness apps (Berkowitz, 2022). They would be incentivised to do this as they would be able to save virtual points which they could use to unlock features in the fitness apps and could use the points to get a certain percentage off of fitness gear which they could buy in the fitness apps (Berkowitz, 2022).

Another possible idea that is mentioned by Han (2015) for developers of fitness to increase transparency and get end users of fitness apps engaged with information pertaining to the privacy implications of using fitness apps is by using audio-visual formats. Doss (2020) goes further onto state that possibly engaging end users with an interactive format such as a video might be beneficial in terms of getting end users to understand the privacy implications of using the fitness apps and to help increase transparency.

### **2.1.2 Transparency and Neoliberalism**

Firstly there is a relationship between the notion of transparency and neoliberalism. Neoliberalism can be seen as a powerful and universal modern ideology that views the free market as the main (non-) governor (Gill, 1995). The free market reorganizes money and power by way of commerce and competition, and its authority spreads to the mediation of every realm of human life (Adams, 2018). Neoliberalism is widely seen as a totalising ideology “centred upon the role of the market as an undefined and unconfined corpus under which every aspect of life can be managed, controlled and economically enriched” (Adams, 2018, p.3). Harvey (2005) states on further that neoliberalism can be described as an ethic, steering human action and displacing prior structures of ethical behaviour and belief. By way of these types of ethics, neoliberalism stabilises a species of people to be autonomous and entrepreneurial and constructs public institutions and society to get the highest revenue.

The connection between transparency and neoliberalism is possibly quite noticeable as Garsten and Montoya (2008) state, “transparency is closely linked to a neoliberal ethos of governance that promotes individualism, entrepreneurship, voluntary forms of regulation and

formalized types of accountability” (p.3). Transparency in the modern sense can be generally defined as a signal for the greater liberalisation of information (Adams, 2018). One of the most frequently enforced narratives is that transparency means the publication of information by a specific entity with the aim of growing the accountability and visibility of this entity to a wider range of institutions or persons (Grimmelikhuijsen et al., 2013).

Along with scholarly critique that suggests that modern transparency is aligned to a neoliberalism worldview (Han, 2015), other scholars which have looked at neoliberalism and transparency have rather increasingly implicitly shown how both of the phenomena overlap. For example, Fung et al. (2007) explain that the “ingeniousness of targeted transparency lies in its mobilization of individual choice, market forces, and participatory democracy through relatively light-handed government action” (p.5). In stating this claim, they are indirectly hinting that transparency works best when in support of neoliberal ideas of deregulation, the free market and individualism.

It would be interesting to find out within the context of this research what Dutch users of fitness apps think that developers of fitness apps could do to become more transparent in conveying information to end users regarding the privacy implications of using their fitness apps. The reason as to why it would be particularly interesting to focus on Dutch users, is because the Dutch can be described as having a neoliberalist culture.

The neoliberal ideals in the Netherlands started to intensify after 1994 when the political party called the PvdA (Labour Party) created a government coalition with the pro-business, right-wing secular, VVD (Peoples party for Freedom and Democracy) and another party which was free market and liberal, continuing in the exact same coalition from the 1998 elections until 2002 (de Jong, 2019). With the Christian-Democracy finally not in power anymore, the new “purple” government (it was called this due to the combination of liberal blue and the social-democratic red) brought in reforms on cultural issues like euthanasia and LGBT rights (de Jong, 2019). At the same exact time, the housing and labour marketing were liberalised, health care and pension privatised and the railways broke up (de Jong, 2019).

Neoliberalism had hinted at economic growth which was continuous and the Dutch success economically in the 90s all but seemed to confirm this, as growth rates were higher than ever before (Snels, 2018). Nowadays the Dutch government still bases their policy decisions on the neoliberal view of people as calculating, rational, homo economicus and selfish people (The Economist, 2022). The new Dutch government which is spearheaded by the VVD, can be seen as the Dutch society as embracing neoliberal ideals (The Economist, 2022). As the Dutch can be seen as a neoliberalist society, the way that they think about

problems is through a critical lens (The Economist, 2022).

As mentioned above, scholars have suggested that neoliberalism and transparency are linked. They state that transparency works best when in support of neoliberal ideals such as the free market, deregulation, the free market and individualism (Fung et al., 2007). Thus considering Dutch society has a neoliberal mindset, it is interesting to investigate what Dutch users of fitness apps thoughts are concerning what developers of fitness apps could do to become more transparent in communicating information to end users concerning the privacy implications of using their fitness apps.

## **2.2 User-Centricity**

In order to fully understand the concept of user-centricity it is needed to contextualize the concept. There was an essay written by Barbrook and Cameron (1996) called “The Californian Ideology”. Within this essay they talked about the relationship between technologies which were in the United States of America and their relation to the freedom of a nation and the economy. They argued that the increasing number of technology firms that were in the Silicon Valley in the 90s were in one shape or the other connected to neoliberalism. As the CEO’s of firms in Silicon Valley in the 90s could be seen as making key decisions that had a key impact on the economy (Barbrook & Cameron, 1996). What these firms in Silicon Valley slowly started to do more of in the 90s is to think about the consumer when coming up with their products (Audretsch, 2019). Then at the turn of century (2000) this notion of user-centricity not only started to gain more traction amongst technology firms in Silicon Valley but also amongst other technology firms around the globe (Audretsch, 2019).

User-centricity is a design philosophy in which the expectations and needs of the end user of a particular interface are the main focus (Kool & Agrawal, 2016). There are some advantages for companies that adopt a user-centric line of thinking. With the first being is that it enables companies to find out and take advantage of chances of growth, like unfulfilled customer needs. Another advantage of taking a user-centric approach is that it can help to bolster customer happiness (Navarro-Prieto & Parra, 2012). One of the main purposes of user-centricity is to search for and find out what the users likes and dislikes are and to help mould the product to better satisfy those needs and get rid of causes of irritation (Navarro-Prieto & Parra, 2012). Due to lots of markets being flooded with suppliers, maintaining and boosting market share is essential to creating and maintaining profits (Navarro-Prieto & Parra, 2012). Companies that do not focus on users run a risk, losing users to competitors who offer

products that are similar (Navarro-Prieto & Parra, 2012). Companies who resist the introduction of user-centric changes perhaps may save money in the short-run, it could result in a declining market share and lower revenue in the long term (Navarro-Prieto & Parra, 2012). Users have lots of choices when it comes to using products, so creating a product that gives users a high-quality and unique experience is essential for companies who want users to come back (Navarro-Prieto & Parra, 2012).

However, it is important to note that there are some drawbacks for a business to having a user-centric design. With one of them being a lack of innovation (Bate & Robert, 2007; Bilgram et al., 2010). When a business is focusing only on their customers and only listening to what they say do and want, a lack of innovation increasingly starts to become a real risk and frees up chances for competitors to create and implement a successful strategic advantage in the market (Bate & Robert, 2007).

As well it is essential for businesses to remember that not every single customer is equal and what happens to work for one individual may perhaps not work for another (Bilgram et al., 2010). Businesses that focus on one specific group of customers have the chance of alienating other prospective groups and get rid of the chances for exponential growth and success (Bilgram et al., 2010).

Businesses also have to realize that the individual can be seen as a moving target (Bilgram et al, 2010; Chammas et al., 2015). Creating a design for the person of today and that design will not be relevant tomorrow (Bilgram et al., 2010). Chammas et al. (2015) state that when a product gets increasingly successful, the more that it can be seen as no longer being appropriate. They state that this is because as people achieve proficiency in usage, they need to have interfaces that are different than when they started to use the interface.

### **2.2.1 User-Centricity and Fitness Apps**

Developers of fitness apps follow the philosophy of user-centricity when designing their fitness apps (Zheng, 2021). That means they keep in mind the end user when in the process of designing their fitness apps (Zheng, 2021). These developers of fitness apps add features in the app that are tailored for specific end users (Vinnikova et al., 2020). Fitness apps have been doing research into what end users are specifically looking for in fitness apps and one of the things which end users are looking for is fitness apps which make fitness ‘fun’ so to speak (Cotton & Patel, 2018). Gamification is a method that involves applying game-like features to a non-game environment (Lister et al., 2014). Game-like features can involve challenges, storytelling, levels, timers, badges, points, leaderboards etc (Lister et al., 2014).

Non-game environment is quite easy to grasp, simply put it is any type of environment that in its essence is not a game, like a fitness app (Lister et al., 2014).

In response to end users wanting fitness to be more fun, developers of fitness apps have been adding game-like elements to their apps so as to making exercise more fun and exciting to do (Cotton & Patel, 2018). Focusing on a study that was done by Joseph et al. (2020), it was found out that some end users like to use fitness apps as it creates competition that is healthy. These end users state that fitness apps like Strava enable them to be able to compete against their friends and strangers, through their competing they can see how they rank against one another and this is in part one of the reason as to what motivates them to continue using fitness apps and continue to get fit.

In recent times however, end users of fitness apps have demanded to know more about how their data is processed and with regulation like the GDPR, developers of fitness apps are keeping in the mind the privacy of the end user when developing fitness apps (Mulder & Tudorica, 2019). This is done by them having to come up with written privacy policies informing the end users of the privacy implications of using their fitness apps (Mulder & Tudorica, 2019).

Although in the pre-text of this world it is quite difficult to achieve the notion of an ideal informed and consenting user (Doss, 2020). Research done by Mulder (2019) shows that on average it takes 15-20 mins to read the privacy policy of a fitness app. In this research it was also found out that the privacy policies of the fitness apps are written in language which is difficult to understand. There has also been research done by Bol et al. (2018) which shows that users of fitness apps tend to have more than one fitness app downloaded. Thus it is not unreasonable to think that users just use fitness apps without reading the privacy policies first, due to the length and the complexity of the language of the privacy policy (Mulder, 2019).

Although developers of fitness apps have kept the privacy of end users in mind when designing their fitness apps, some end users take extra precautions as they are concerned about their privacy (van Haasteren et al., 2020; Wang & Collins, 2021). One of the ways in which end users take extra precautions is by doing their own research to see if that developer of the fitness app has had previous experience with data breaches and done anything to address the problem (Wang & Collins, 2021). Another one is that end users of fitness apps take time to think about their password for their account so as to avoid hackers easily gaining access to their accounts (van Haasteren et al., 2020). They state they use complex passwords which involve letters that are uppercase and lowercase, numbers, symbols, etc (van Haasteren et al., 2020). They also state that some end users of fitness apps change their passwords every



six-nine months, as they state it is better to be safe than sorry when it comes to privacy (van Haasteren et al., 2020).

Moving on, Adhikari et al. (2014) state although end users are at the centre of the design process when developers of fitness apps are designing fitness apps, end users could be more involved after the app has been created. Millington (2017) states that developers of fitness apps after having their app published for use and having end users use it, tend to not interact with the end users about what they think about possible improvements to the app could be. They just conduct their own research about improvements of the app or are influenced by regulation change to make an improvement and update it accordingly (Adhikari et al., 2014; Millington, 2017). By asking users what they think of possible improvements to the fitness app could be, this could help the developers of to become more safe and secure in the handling of user data (Millington, 2017). Millington (2017) states that doing this could help to increase trust between end users and the developers of fitness apps when it comes to the handling of personal data.

Following on, Millington (2017) states a possible way on how developers of fitness apps could engage end users to possibly help the privacy of the fitness app. They could include an option in the app specifically for end users to write their suggestions on how to improve the privacy of the app. The way in which end users would be incentivised to do this, is by for example entering them in a raffle for a cash prize or by giving them free fitness gear of their choice (up to a certain amount of money). Then at the end of each month the developers of the fitness app could come together to review these suggestions and see if they are deemed to be of any use. Although scholars have suggested that putting too much responsibility on the end user results in there being little to no action being undertaken by the end users (Bhajaria, 2022; Yarali, 2021). Bhajaria (2022) suggests that nowadays end users of fitness apps care more about their privacy and are more aware of it but when given the opportunity to show that they care and take action to protect their privacy, most fail to do so.

### **2.3 Recommendations from Research Institutes**

The studies that were chosen to for this research for the recommendations came from studies done by the Rathenau Institute (2019) and Center for Digital Democracy (2019). The reason why the study from the Rathenau Institute (2019) was chosen in addition to reasoning given in the introduction was because the Rathenau Institute is from the Netherlands . Since this research focused on Dutch users of fitness apps, it is imperative that recommendations from a Dutch research institute was chosen

The reason why the study from the Center for Digital Democracy (2019) was chosen in addition to the reasoning given in the introduction was because it provided an international perspective to this research. This research institute is based in America. This was imperative because then Dutch users could give their thoughts on recommendations which stemmed from a research institute which is based in a different culture.

The reason as to why the two specific studies stemming from the two different research institutes were chosen was because these studies look at fitness apps and part of the focus of the studies was to find out their level of transparency when disseminating information pertaining to the privacy implications of using their fitness apps.

The reason as to why this research looked at the recommendations from these two institutes, is simply because there have not been that many user studies which have focused on what end users think about recommendations to do with transparency, privacy and fitness apps. The criteria for choosing the recommendations was that the recommendations had to be relevant with regards to transparency or user-centricity.

### **2.3.1 Recommendations from the Rathenau Institute**

The Rathenau Institute (2019) conducted a study on fitness apps and part of the study looked at how transparent developers of fitness apps were in terms of communicating the privacy implications of using their fitness apps to end users. The recommendations which they came up with in that study which are relevant for this research are listed below.

- Firstly, they recommend that the developers of fitness apps should create a short video that goes with the written privacy policy which highlights the most important points.
- Producing a video alongside the written privacy policy could help to engage more end users.
- Developers of fitness apps would be seen as transparent, as they would be communicating the main privacy implications of using their fitness apps in a way that is more interactive.

- Secondly, they recommend that the developers of fitness apps should be more explicit and thus become more transparent as to what third parties they are exactly sharing their data with.
- Fitness apps not explicitly stating what third parties have access to their data can be seen as them not complying to privacy regulation like GDPR.

- Thirdly, they recommend that the developers of fitness apps in the privacy policies of their fitness apps should have the contact details of their Data Protection Officer included.
- The main task of the data protection officer is to make sure that their organization processes the personal data of their providers, staff, customers or any other data subjects in line with the relevant data protection guidelines.
- Another important task that the DPO carries out is that they act as a contact person for queries from individuals concerning the processing of their personal data and as important the exercise of their rights,.
- Fitness apps including the contact information of their DPO in their privacy policy would be seen as them being transparent, as this would give off the notion to end users that they have nothing to hide with regards to the privacy implications of using their fitness apps.

### **2.3.2 Recommendations from the Center for Digital Democracy**

The Center for Digital Democracy (2019) conducted a study on fitness apps and part of that study involved looking at how transparent they were in terms of conveying information to end users regarding the privacy implications of using their fitness apps. The recommendations which they came up with in that study which are relevant for this research are discussed below.

- They recommend that when privacy policies are updated in the fitness app that end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made.
- To send a push notification that there has been changes made to the privacy policy of the fitness app and a short in-app overview of the changes made could help to engage more end users to read the changes made to the privacy policy.
- It would be seen as the developers of fitness apps being more transparent as they would be seen as not withholding any key information and allowing end users to make an informed decision if they want to still use the fitness app after changes made to the privacy policy.

- In addition, they recommend that developers of fitness apps should program into their fitness apps a monthly reminder for the end user to check their privacy policy.
- This would be seen as the developers of fitness apps being more transparent regarding the communication of the privacy implications of using their apps to end users, as they would be making sure if the end user properly read the privacy policy the first time around or if they just disagree with it now.
- This could also lead to end users recommending to sceptics of fitness apps to use fitness apps, and thus could possibly lead to developers of fitness apps to generate more revenue.

- They also recommend that the language of privacy policies should be written in a more easy to understand language.
- By the developers of fitness apps making the language of their privacy policies easier to understand, it would be seen as them being more transparent when it comes to communicating the privacy implications of using their fitness apps.

- Furthermore, they recommend that a FAQ section should be included on the websites of the developers of fitness apps regarding common questions regarding the privacy implications of using their fitness apps
- Could be seen as a way to improve the transparency level when it comes to communicating to end users the privacy implications of using their fitness apps.

## 2.4 Summary of Theoretical Framework

To summarise, it is essential to keep in mind that transparency is a very important for developers of fitness apps at the moment especially when it comes to privacy. Developers of fitness apps have used the concept of user-centricity to create and design fitness apps and if they want to better engage end users when it comes to communicating the privacy implications of using their fitness apps then they might have to involve the end user in order to do so. The recommendations which are stated in this section are very important to this study as they outline how developers of fitness apps can possibly become more transparent

when it comes to communicating to end users the privacy implications of using their fitness apps.

### **3. Methodology**

In this methodology chapter, the following topics will be covered, research approach, method of data collection, sampling, operationalisation, method of data analysis, validity, reliability and limitations and ethical considerations.

#### **3.1 Research Approach**

The research question in this proposal sets the ground for a research approach that is qualitative. The main goal of qualitative research is to be able to understand a given research problem or topic from the point of view of the local population that it involves (Merriam & Tisdell, 2015). Qualitative research is very successful in obtaining culturally specific information concerning the values, opinions, behaviours and social contexts of particular populations (Merriam & Tisdell, 2015).

The main strength of qualitative research is the capacity it has to yield comprehensive-textual descriptions of how individuals understand a particular issue of research (Merriam & Tisdell, 2015). Another strength of qualitative research is the ability to create a connection with the research participant (Merriam & Tisdell, 2015). The absence of a researcher and participant relationship is seen as a weakness of doing quantitative research (Carr, 1994). As some have stated that even though this aids the research in remaining unbiased and objective as possible, it treats the participants as if they were numbers and objects (Carr, 1994)

#### **3.2 Method of Data Collection**

Semi-structured interviews is one of the data collection methods which can be utilized in qualitative research. The reason as to why semi-structured interviews were conducted in this research is due to the fact that semi-structured interviews gave the interviewees the chance to discuss freely how they think about particular questions concerning fitness apps and more importantly how they perceive recommendations from research institutes on how fitness apps could improve being more transparent with conveying information to end users about the privacy implications of using fitness apps, instead of just letting them pick from responses which are fixed which is what quantitative methods do.

Continuing on, the method that was used to collect data was semi-structured interviews. This method was helpful in coming up with the data that is necessary in order for the research question to be answered. When a researcher chooses to conduct a semi-structured interview with a participant that is relevant for their research they have a list of open-ended questions that have been pre-determined which are about the topic that they are researching

(interview guide), with more questions stemming from the dialogue that occurs between the participant and them (Galletta & Cross, 2013). These open-ended questions are beneficial as they enable interviewees to supply in-depth explanations about their experiences, thoughts or feelings (Galletta & Cross, 2013). Researchers during the process of conducting the semi-structured interviews record them and transcribe them (if the participant consents to the recording), this is done because then the researcher can focus on the interviewee rather than on taking notes (Galletta & Cross, 2013). Semi-structured interviews were held this research. The semi-structured interviews involved asking interviewees about their thoughts about particular questions about fitness apps (the topic of the questions can be seen in the sampling section below and in the operationalisation section) and also what they think about recommendations by research institutes on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps.

### **3.3 Sampling**

It should be stated that the interviewees with which the semi-structured interviews were held with were selected through using a specific purposive sampling technique. Homogenous sampling is a sampling technique that aims to get a sample which is homogenous; this is a sample that contains units (e.g. people, cases etc) that have the same (or almost identical) traits (Emmel, 2013). For this research ten interviewees were selected to do semi-structured interviews, all of these interviewees were chosen on the basis of a number of criteria, they use fitness apps, they are Dutch, they are between the ages of 18-30 and they at least have already completed a bachelor degree (see table A1 in Appendix A for overview of interviewees). This can be seen as a homogenous sample. There are reasons to why these specific criteria are chosen. Firstly, they had to use fitness apps, secondly, they had to be Dutch this is because in research about users to do with fitness apps there are not much which involves Dutch people. Thirdly the reason for the 18-30 age range, is because people who mostly use fitness apps are between the ages of 18-30 (Elflein, 2019). Lastly, the reason for them having to at least completed a bachelor's degree is because research has shown that most people who use fitness apps are highly educated and have at least completed a bachelor's degree (Bol et al., 2018).

For this research, ten interviewees were selected for the semi-structured interviews. An interview guide was utilized for the semi-structured interviews (see Appendix B for the interview guide), this interview guide consisted of asking them some questions which were

about privacy and fitness apps, privacy threats and fitness apps, transparency and fitness apps and fitness apps and incentivisation, and also most importantly questions about their opinions on the recommendations which are stated in the theoretical framework. Part of the reason as to why there questions about privacy and fitness apps, privacy threats and fitness apps, transparency and fitness apps and fitness apps and incentivisation is that they provided good background and context for the answers which they gave when it comes to questions concerning the recommendations. Ten semi-structured interviews were done and recorded via Zoom. Then all of the semi-structured interviews were transcribed to allow for the analysis to occur.

### **3.4 Operationalisation**

The order of the interview guide's questions that were used in the semi-structured interviews and why they were asked are discussed below.

In the theoretical framework there some notions regarding the privacy policies of fitness apps. One of the notions being that it takes 15-20 minutes to read a privacy policy of a fitness app (Mulder, 2019). It was also stated in the theoretical framework that privacy policies of fitness apps are difficult to read (Mulder, 2019). There was also the notion in the theoretical framework that users of fitness apps tend to have more than one fitness app downloaded (Bol et al., 2018). All these notions translated into the following question being asked, “Do you read the privacy policies of the fitness apps you use? Why/why not?” This question was imperative to ask as it allowed the researcher to understand to what extent they are concerned about their privacy.

There was also a notion in the theoretical framework that stated end users of fitness apps also take extra precautions when it comes to privacy and fitness apps (van Haasteren et al., 2020). Thus this notion was translated in the following question, “Do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password.)” It was imperative that this was asked so that it was found out if Dutch users do that as well.

In the theoretical framework, it mentions some privacy incidents in the past to do with fitness apps with Strava and the MyFitnessPal incidents being mentioned. Thus to see if Dutch users are aware of the privacy threats of using fitness apps, the following question was asked, “How do you perceive the privacy threats of using fitness apps?” and “What do you think should be done to solve these threats?”



In the theoretical framework, there were notions that stated that end users of fitness apps are starting to get more interested in finding out information to do with the security and privacy of fitness apps (Bol et al., 2018). Adding onto that, another notion in the theoretical framework stated that users of fitness apps would like to have increased transparency with regards to developers of fitness apps communicating of the privacy implications of using their fitness apps (Fietkiewicz & Ilhan, 2020). These notions were translated into the following question being asked, “Do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why/why not?” This question was imperative to ask to see what the Dutch user perspective on it as well.

A notion in the theoretical framework which is stated by Millington (2017) is that developers of fitness apps by adding an option in the app that is specifically created for end users to come up with their own suggestions concerning how to improve the privacy of the fitness app could help to increase the privacy of the fitness app. This notion was translated into the following question, “If developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps, would you use it? Why/why not?” If they answered yes to the question and explained why, the following question was asked, “Would being incentivised to use the feature such as being entered in a raffle to win fitness gear incentivise you even more to use the feature?” If they answered no and explained why, they would be asked the following question, “Would being incentivised to use the feature such as being entered in a raffle to win fitness gear make you use it?”

The following notion in the theoretical framework was stated by Berkowitz (2022) and it stated that developers of fitness app becoming more transparent in communicating to end users concerning the privacy implications of using their fitness apps is one way to help end user concerns that surround privacy. They go on to say that it is a matter of the developer of fitness apps stating this information in a way that end users have to engage with it. This notion was then translated into the following question, “Do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy implications of using their apps? (For instance, using mini-games to help explain better the privacy implications of using the app and then using the virtual points which you would gain from playing the mini-games in the app to unlock new features or a percentage off of clothes.)” This question was imperative to ask because then we can see what Dutch users think about it.

Before the recommendations were stated to the interviewees, a brief description about

what the recommendations were about and how many there were stated. The first recommendation was from the Rathenau Institute and the following question was asked, “First recommendation being that, developers of fitness apps should create a short video that goes with the written privacy policy which highlights the most important points. What do you think of this recommendation?”

Second recommendation was also from the Rathenau Institute and the following question was asked, “Second recommendation being that, developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. What do you think of this recommendation?”

Third recommendation was again from the Rathenau Institute and the following question was asked, “Third recommendation being that, developers of fitness apps in the privacy policies of their fitness apps should have the contact details of their data protection officer included (a data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data). What do you think of this recommendation?”

Fourth recommendation was from the Center for Digital Democracy and the following question was asked, “Fourth recommendation, is that when privacy policies are updated in fitness apps end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation?”

Fifth recommendation was from the Center for Digital Democracy and the following question was asked, “Fifth recommendation being that, that the language of privacy policies should be written in a more easy to understand language. What do you think of this recommendation?”

Sixth recommendation was again from the Center for Digital Democracy and the following question was asked, “Sixth recommendation being that, a FAQ section should be included on the websites of the developers of fitness apps regarding common questions regarding the privacy implications of using their fitness apps. What do you think of this recommendation?”

The last recommendation was again from the Center for Digital Democracy and the following question was, “Seventh recommendation is that the developers of fitness apps should program into their fitness apps a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?”

The semi-structured interview transcripts were analysed utilising Fereday and Muir-

Cochrane's (2006) hybrid approach to thematic analysis (what exactly this involves will be gone into depth in the next section). This meaning that one of first steps was to generate themes based on the theoretical framework which were presumed to be located in the data, so that a thematic codebook could be created. The names of the themes found in the theoretical framework are as follows: good beginning, not good enough and incentivisation plays a key role.

Starting off with the theme of good beginning. This theme encompasses that end users find that recommendations are a good start in helping developers of fitness apps to improve transparency when it comes to communicating the privacy implications of using their fitness apps. This theme is based on notions which are in the theoretical framework, as in the theoretical framework, it states that studies done by Bol et al. (2018), Mink et al. (2022) and Fietkiewicz and Ilhan (2020) found out that users of fitness apps believed that developers of fitness apps must improve in being transparent when it comes to communicating the privacy implications of using their fitness apps.

Moving on with the theme of not good enough. This theme encompasses that end users find that even if these recommendations were implemented they would still take extra precautions regarding privacy and using fitness apps. This theme is based on a notion with in the theoretical framework that states that although developers of fitness apps have the privacy of end users in mind when designing their fitness apps, end users still take extra measures as they are worried about their privacy (van Haasteren et al., 2020; Wang & Collins, 2021).

The next theme is called incentivisation plays a key role. This theme encompasses that end users think that incentivisation would play a key role in getting people to pay attention to information regarding the privacy implications of using fitness apps. More specifically what this theme encompasses concerning the recommendations, is that although end users find the recommendations to be good, they would need to be incentivised to pay attention to information concerning the privacy implications of the fitness apps.. This theme stems from a couple of notions from the theoretical framework, Berkowitz (2022) states developers of fitness apps should communicate the information regarding the privacy implications of using their fitness in a manner which engages the end users. They go onto to state that they would be incentivised to do this by saving for instance virtual points which they could go to unlock new features within the fitness app. Millington (2017) also states that developers of fitness apps could include an option in the app which allows users to suggest improvements concerning privacy within the app. They state that end users of fitness apps would be

incentivised to give suggestions to developers of fitness apps by the developers of fitness apps perhaps giving them free gear as a reward.

### 3.5 Method of Analysis

The method of data that was utilised in this research to analyse the semi-structured interview transcripts was the method of thematic analysis. Thematic analysis involves the researcher looking for common themes in the data set (Braun & Clarke, 2006). Conducting a thematic analysis is useful as it enables the researcher to summarize key characteristics of a big body of text and thus discover differences and similarities across the data set (Braun & Clarke, 2006). The semi-structured interview transcripts were analysed utilising Fereday and Muir-Cochrane's (2006) hybrid approach to thematic analysis, this is because it puts together both inductive and deductive approaches. This made sure that all the possible themes that were going to be in the semi-structured interview transcripts were found and these themes in the end helped to answer the research question.

The beginning of the analysis included coming up with themes which were based upon the theoretical framework that were expected to be seen in the semi-structured interview transcriptions (see the operationalisation for how the themes stemming from the theoretical framework were deduced), these themes were then written down in a thematic codebook (see table C1 in Appendix C for the thematic codebook). This thematic codebook contained the names of the themes (the names of the themes being, good beginning, not good enough and incentivisation plays a key role), definitions as to what the themes is about and a description of how to know when a certain theme occurs in the semi-structured interview transcripts. Each theme of the codebook got given a certain colour. The semi-structured interview transcripts were then read and coded utilising the thematic codebook. After this was done and every theme from the thematic codebook had been applied to every semi-structured interview transcript, they were read again and themes which came from the semi-structured interview transcripts themselves (not from the thematic codebook) were found (these being the themes of nuances apparent, surprised about implementation and social media importance). These themes were also assigned a colour and every time these certain themes were in the semi-structured interview transcripts it was coded with the colour it was assigned to. At the end of this process (see Appendix D for the transcriptions of the semi-structured interviews which have been coded), every theme was written down and looked at (interpreted) through the lens of the concepts which are present in the theoretical framework.

### 3.6 Validity, Reliability & Limitations

Validity in qualitative research involves the practice of being precise, careful, exact or accurate (Maxwell, 2002). The main reason as to why the data stemming from the semi-structured interviews are valid is because the semi-structured interview interviewees had been carefully chosen using a particular sampling method which helped to collect data that helped to come up with an answer to the research question. This makes the data that was collected from semi-structured interviews valid because the data from the semi-structured interviews are comparable and essentially the data from the semi-structured interviews helps to generate an answer to the research question. The thematic analysis which was conducted was carried out in a thorough and precise way, as it followed the hybrid approach to thematic analysis by Fereday and Muir-Cochrane (2006), that combines both deductive and inductive processes. Through utilizing Fereday and Muir-Cochrane's (2006) hybrid approach to thematic analysis, no probable themes from the semi-structured interview transcripts were left untouched, thus the results of this study can be seen as valid.

The manner in which semi-structured interviews are talked about when it comes to reliability is in terms of external/internal consistency (Galletta & Cross, 2013). External consistency refers to that what is said in the semi-structured interview matches to what the researcher possibly knows or what they think they know about the participant who is taking part in the interview (Galletta & Cross, 2013). Prior to the semi-structured interviews being done with the interviewees concerning this research, backgrounds checks were done (meaning that for instance the privacy settings of the user's fitness app was checked). During the semi-structured interviews the statements about how they thought privacy and fitness apps made sense with regards to the privacy settings they had on their fitness app.

Internal consistency involves that what a participant says in one section of the interview should not be a direct contradiction to another section, what the interviewees have to state should be consistent within the semi-structured interviews (Galletta & Cross, 2013). Throughout every semi-structured interview that was held, internal consistency was achieved. The manner in which this internal consistency was achieved is through the course of the semi-structured interviews, questions were asked that were similar so as to make sure they were being consistent with their thoughts. This enabled that if they were not consistent with their thoughts that they would be caught, however this was never the case.

One of the limitations of doing semi-structured interviews is that there are some factors that could have a negative impact on the quality of semi-structured interviews, like a lack of non-verbal cues by the interviewer. A lack of non-verbal cues that an interviewer does

during semi-structured interviews has a negative influence on the interviewees and makes them not answer in a truthful manner (Galletta & Cross, 2013). In the semi-structured interviews which were conducted in this research, there was no lack of non-verbal cues. In fact on the contrary, non-verbal cues were in fact utilised in a manner that made the interviewees feel at ease and comfortable answering the questions in a truthful way. By doing this, this made sure that the data that was collected was trustworthy and overall helped to answer the research question.

One of the criticisms of thematic analysis has to do with its flexibility, this flexibility can lead to inconsistency and an absence of coherence when in the process of generating themes (Holloway & Todres, 2003). In this research that flexibility is mitigated, because the method which was used in this research to analyse the semi-structured interview transcripts was Fereday and Muir-Cochrane's (2006) hybrid approach to thematic analysis, which is a very exact and precise approach. This meant that when generating the themes, there were no inconsistencies and lack of coherence.

### **3.7 Ethical Considerations**

Informed consent is an integral ethical principle to acknowledge when doing social research (Klykken, 2021). The convention of informed consent was established to help make research relationships that are founded on integrity and trust and intend to preserve people's freedom to choose if they want to participate in the research or not (BSA, 2017). An essential principle for consent's validity is that a person's choice is voluntary and based upon explicit, obvious information concerning what engagement in the research will look like (Klykken, 2021). The background for gaining informed consent from participants is histories of cover and harmful research which did not take into account the research participants' judicial rights and integrity within medical as well as social research (Wiles, 2012). In the case of semi-structured interviews, an informed consent form is utilised to gain consent from a participant before the interview occurs (Klykken, 2021).

In terms of the ethics of this research, an informed consent form was signed from all ten interviewees prior to them participating in this research. What this informed consent form included is a description of the research, the risks and benefits of participating in the research, the time involvement, payments (there was none), the participants' rights, stating information for if they have contacts or questions (see Appendix E for an example of the informed consent form which interviewees had to sign prior to the interview).

### **3.8 Summary of Methodology**

To summarise, using semi-structured interviews as a method of data collection allowed for, the collection of data that goes into depth about how Dutch users think about privacy and fitness apps and more importantly how they perceive the recommendations from research institutes about how developers of fitness apps can be more transparent in communicating to end users the privacy implications of using their fitness apps. The interviewees that took part in the semi-structured interviews were selected carefully through utilising a specific sampling technique with that being homogenous sampling. The questions which were asked (the interview guide) that was asked in the semi-structured interviews were based upon the theoretical framework and the semi-structured interviews were done in an ethical manner. Through analysing the semi-structured interviews through doing a hybrid approach to thematic analysis allowed for an answer to be generated in relation to the research question.

## 4. Results

This results section aims to give an overview of the results which stem from the hybrid approach to thematic analysis that was conducted to help answer the research question of: “How do Dutch users of fitness apps perceive recommendations by research institutes on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps?” The themes which were generated and which are explained below are the following: good beginning, not good enough, incentivisation plays a key role, nuances apparent, surprised about implementation and social media importance.

### 4.1 Good Beginning

The first theme which can be seen stemming from the theoretical framework that can be seen back in the semi-structured interview transcripts is the theme of good beginning. All of the interviewees stated that all/most of the recommendations are a good start in helping to improve developers of fitness apps being more transparent when it comes to communicating the privacy implications of using their fitness apps. In the theoretical framework, it states that Bol et al. (2018) found that users are keen to know more information about the privacy and security of their fitness app, this can be understood as users wanting the developers of fitness apps to improve their transparency when it comes to the privacy implications of using their fitness apps. In the theoretical framework it also states that a study which was done by Fietkiewicz and Ilhan (2020) found out that users would like increased transparency from developers of fitness apps concerning the communication of the privacy implications of using their fitness apps. This theme can be seen as being representative of the previous two notions found out by Bol et al. (2018) and Fietkiewicz and Ilhan (2020). As Dustin stated that: “Yeah, I think that all of the recommendations, they present a helpful start for developers of fitness apps to become more transparent when it comes to revealing the privacy implications of using their fitness apps.” Martijn shared the same sentiment: “I think it's a way forward. Most of these recommendations are a good beginning in helping developers of fitness apps become more transparent when it comes to letting people know the privacy implications of using their fitness apps.”

Berkowitz (2020) states that developers of fitness apps becoming more transparent in communicating to end users about the privacy implications is one of the ways to help end user concerns surrounding privacy. Han (2015) states that for developers of fitness apps to possibly increase transparency and engage end users of fitness apps to pay attention to



information concerning the privacy implications of using their fitness apps they should use audio-visual formats. Keeping in mind the previous notion, four of the interviewees stated that the recommendation concerning that the developers of fitness apps should include a short video with the written privacy policy, to especially be a good start for the developers of fitness apps to increase their transparency levels. As Nick stated: “I could see this video especially being a good start for developers of fitness apps to help increase their transparency levels.” With Sebastiaan stating that: “I think this one developers of fitness apps must include as it presents that developers of fitness apps are going in the right direction when it comes to fitness apps and privacy, and shows that they are being transparent.”

Esther stated that the video recommendation would provide a good start for developers of fitness apps to increase their transparency level when it came to the privacy risks of using their fitness apps, as they stated that they are used to watching things in video format in their free time and thus having a video explaining the privacy implications of the fitness app they are using would help them to engage with it more. Dustin also stated their reasoning as to why they thought the video format was a good beginning: “I like the idea of the format of the video, as you can be more creative with a video and because of that it makes the information more digestible.”

Moving on, there were two interviewees who stated that we have to acknowledge the responsibility of the user when it comes to paying attention to information about the privacy implications of using fitness apps and that developers of fitness apps can only do so much when it comes to being transparent. Roos stated that:

I just wanted to state that now when I gather my thoughts a bit, there is only so much the developers of fitness apps can do when it comes to transparency, like they can be as transparent as possible and still some users would not pay attention. Thus although these recommendations present a good start, we also have to acknowledge the responsibility of the user.

Martijn stated a similar line of thought to Roos, highlighting the responsibility of the user. Martijn stated:

I mean, most of these recommendations are a beginning at making developers of fitness become more transparent when it comes to privacy but I mean at a certain point, there's only so much that if the consumer is not interested in it. The responsibility is a bit on the user in a sense as well to pay attention to the information regarding privacy. There's only so much that a company can do, you know, as long as

they're being as transparent as possible, from their perspective, they can say, well, you know, at least we tried.

What is important to highlight is that this theme shows that interviewees think that most/all these recommendations are a good start in helping to improve the transparency level of developers of fitness apps when it comes to conveying information regarding the privacy implications of using their fitness apps. Developers of fitness apps must take note, as in the theoretical framework, Baker (2008) and Rawlins (2008), state that transparency also benefits businesses (developers of fitness apps can also be seen as businesses). In particular, Rawlins (2008) states that transparency helps organizations as they help to earn trust and loyalty from employees and various stakeholders when they are being transparent. Thus developers of fitness apps if they were to be more transparent and utilise at least some of these recommendations they could possibly earn more trust and loyalty from their users. This could in turn possibly help them to earn more revenue.

#### **4.2 Not Good Enough**

The second theme which can be seen stemming from the theoretical framework which can be seen in the semi-structured interview transcripts is the theme of not good enough. Nearly all of the interviewees stated that if these recommendations were to be implemented by developers of fitness apps, they would still take extra precautions for the sake of their privacy. Looking back at the theoretical framework it states that although developers of fitness apps do have the privacy of the end user in mind when designing their fitness apps, end users still take extra measures as they are concerned about their privacy (van Haasteren et al., 2020; Wang & Collins, 2021), this theme can be in part be seen as being representative of that notion. As mentioned in the theoretical framework, Wang and Collins (2021) state that one of the manners in which end users take extra precautions is by doing their own research to see if that developer of the fitness app has had any previous concerns surrounding privacy issues. Piet stated that even if the recommendations were implemented he would still do extra research on the developer of the fitness app. They stated that: “So, if these recommendations were implemented I would definitely see myself taking extra precautions by doing a thorough background check on the developer of the fitness app, in terms of how trustworthy they are when it comes to privacy.” Also mentioned in the theoretical framework is that van Haasteren et al. (2020) stated that end users of fitness apps like to take time when it comes to think about their password for their account so they can hopefully avoid hackers gaining easy access too their account. Keeping in mind the previous notions about how end users of fitness apps like

to take extra precautions by Wang and Collins (2021) and van Haasteren et al. (2020), Martijn stated:

Yeah, probably I probably would still look into if these recommendations were implemented. For instance I would do those things you mention such as create a strong password and doing my own research about the privacy of the fitness app, by looking into the history of the developer of the fitness app and seeing if they have a history of privacy issues. The reason being is that I do not want to go naively into using a fitness app, I want to do my research and I would actually think I would do this.

However, there were two interviewees who stated that even if these recommendations were implemented, they would still take extra precautions regarding their privacy. However, they would not know, if they would actually take those extra precautions. Chris stated that:

I, I see little reasons for me to not be completely concerned. Because although these recommendations help to increase the transparency of the developers of fitness apps regarding the privacy of their app, I would carry out extra precautions such as reading reviews from other users about how they experience their privacy on that app.

Although now that I say this, I am not completely sure if I would.

The other interviewee who shared a similar line of thought to Chris was Sebastiaan, they stated:

Well I would like to think I would, read up on the developer of the fitness app first and see if they had any prior issues relating to privacy and making a decision based off of that. But I know myself, so I am not 100% sure if I would actually do that to be honest with you.

What the above quotes from Chris and Sebastiaan demonstrate is partly in line with what Bhajaria (2022) states in the theoretical framework. Bhajaria (2022) states in today's society end users of fitness apps like to increasingly care about their privacy and are more aware of it however when given the chance to show that they indeed do care and take courses of action which help to protect their privacy, most fail to do so. The quotes from Chris and Sebastiaan can also be seen as being in line with another notion in the theoretical framework, that being that placing a lot of responsibility on the end user results in there being little next to none action being undertaken by end users (Bhajaria, 2022; Yarali, 2021).

### 4.3 Incentivisation plays a Key Role

The third theme which can be seen stemming from the theoretical framework which can be seen in the semi-structured interview transcripts is this theme of incentivisation plays a key role. All of the interviewees stated incentivisation would play a key role in getting people to pay attention to information concerning the privacy implications of using fitness apps. Although getting specific, in terms of the recommendations five interviewees stated that the recommendations were good but that they think that in order for them to pay attention to information concerning the privacy implications of using fitness apps that they have to be incentivised. Martijn stated: “ Now I think about it, these recommendations are good for increasing the transparency level, but I think I would need to be incentivised in order to pay attention to privacy information of the app, through a raffle or something.” Whilst Nick stated:

Look, I just want to say that after the discussion we just had with regards to the recommendations as such, I think that although these recommendations are good maybe perhaps for users and myself to actually pay attention to the information regarding privacy that they have to be incentivised, such as if they watch a video or read the privacy policy that there is a possible reward for it.

Moving on, there were two interviewees which stated that although they thought that the recommendations were good, incentivisation would help in getting other people to pay attention to information regarding privacy implications of using their fitness apps that it would not work for them individually. Roos stated:

I think that the recommendations that you stated provide a good platform forward, however I think incentivisation would help to get some people to actually look at the information regarding privacy the implications of using the fitness app. Hmm, and to add on, I would not put myself in the same bracket as those people.

The interviewee who shared a similar line of thinking as Roos is Esther. Esther stated that:

I also think to get people to pay attention to the privacy information of fitness apps, that users would need to be incentivised to do so, not necessarily me, but yeah although these recommendations are helpful, incentivisation could prove the difference maker.

This theme can also be seen as being representative of a notion which is stated in the theoretical framework, with the notion being that, Doss (2020) states that a way that developers of fitness apps could get end users to pay attention to information regarding the privacy implications of using their fitness apps could be by incentivising them. This theme

can also be seen as being representative of the following notion that developers of fitness apps should communicate the information concerning the privacy implications of using their fitness apps in a way that engages users (Berkowitz, 2022). This theme can also be seen as a different perspective to the one that Han (2015) holds which is that to possibly get end users engage with information pertaining to the privacy implications of using fitness apps is by using audio-visual formats.

#### **4.4 Nuances Apparent**

This theme does not stem from the theoretical framework and stems purely from the semi-structured interview transcripts, it is the theme called nuances apparent. The interviewees stated that there are some things to consider when it comes to some of the recommendations. Namely three interviewees had some nuanced comments with regards to the recommendation which has to do with the short video, Chris stated that: “And yeah come to think of it, I am not sure how the developers of fitness apps would come to recognize what points to put in the video. So that’s an area to think about.” Esther stated that:

Um, the issue with the video is though what I can imagine is that, um, There's no legal binding. There's nothing legally binding with that video. So it would just be informative and not, uh, and just, just give like a quick summary of, um, of the points, but the privacy policy would still exist. And there, we also have issues with like, uh, The app able to choose what they tell the user about privacy.

Moving on, Piet stated that when it comes to developers of fitness apps having to share which third parties they are sharing their data with, they should not have to go into considerable amount of detail about who particularly has access to the data. Piet stated:

If you're sharing your data with a big firm that has shares in many different parties and stuff like that, you don't have to, you don't have to put like name and address of every single person that has access to it. But if you know, in the grand scheme, you could say which like companies will have access to the data.

When it came to the recommendation concerning the data protection officer, eight interviewees had some nuanced comments regarding this recommendation. Bente stated that: “ However come to think of it people should not have to wait a long for if they have to wait on the phone and wait a long time for an response back. As this could cause frustration.”

Chris stated:

Uh, of course, um, uh, there are, there are some concerns regarding that maybe if there was only. One person that trying to take in all of the information from all concerned

parties or any concerned individuals that maybe that could get a bit, um, yeah. Much in any case. But if, for example, if there is, uh, it's someone dedicated or like a little small team dedicated to processing all these concerns, then I think that is also a very effective way of managing potential risk. And, um, of course, uh, preventing anything, any further, uh, risks that could occur.

Now moving onto the recommendation concerning the language, five interviewees stated that they were not sure if making the privacy policy simpler in terms of language would result in the privacy policy losing its meaning. Jill stated: "It's written like that for like a legal reason, like there's a reason it's written like that. So, yeah. I, I don't know if changing it would affect that. So I don't know if they could do that." Martijn stated:

Uh well, I don't really know. I I'm quite weird about that because I, I feel like maybe if they simplified the language, they might also, um, simplify the content. Um, and maybe actually by simplifying it, making it less clear what is actually happening. uh, I mean, obviously like within reason.

The majority of interviewees also talked about how it would be a bit annoying if the recommendation concerning that developer of fitness apps should include a monthly reminder to remind users to check their privacy policy of the fitness app would be implemented. Nick stated that: "I usually turn push notifications off because they are very annoying. Yeah. I just don't think a push notification would actually, uh, get me to the point to open the app and check the privacy policy." Martijn stated that:

Yes. Um, on the other. I mean, I get bombarded by so many useless things on my phone, like notifications, but daily basis, which most of which I ignore, um, and to have to like seek through the sort of ocean of notifications I get, it's quite likely that, uh, I would probably not even look at a notification like that.

What this theme can also be seen as representative of is the Dutch society in a way. As stated in the theoretical framework, as the Dutch can be viewed as a neoliberalist society, the way that they think about problems is through a critical lens (The Economist, 2022) What this theme thus represents is the studied Dutch users looking at the recommendations from the different research institutes about how developers of fitness apps can be more transparent with regards to communicating to end users the privacy implications of using their apps through a critical lens.

#### **4.5 Surprised about implementation**

This theme does not stem from the theoretical framework and stems purely from the

semi-structured interview transcripts, it is the theme called surprised about implementation. Five of the interviewees stated in the transcripts that they are surprised that these recommendations are yet to be implemented by developers of fitness apps. Chris stated that they are a bit skeptical that these recommendations are yet to be implemented, as they stated that: “And, uh just a bit surprised that the developers of fitness apps are not doing these recommendations yet, it still seems a bit sketchy that they are not.” Esther stated something similar, they stated that: “I am surprised that these recommendations are yet to be implemented to be honest, you would think in the 21st Century, transparency about data practices would be pivotal.”

Three interviewees stated that they are skeptical as why the developers of fitness apps have yet to implement these recommendations. Sebastiaan stated that “Hmmm, just had a comment, I am a taken a back some of these recommendations are not yet in use by developers of fitness apps, makes me wonder if they do actually have the user interest best at heart.” Dustin stated that “Um, actually now to properly think of it, it is a bit surprising that some of these recommendations have not been implemented already. Maybe its because they all want to do what is required of them and nothing extra.” Bente gave a bit more explanation as they stated that:

To be frank, the recommendations we have had so far I am a bit surprised that they have not be implemented these recommendations so far already, although it does not surprise me as companies who create fitness apps like to harness so much data nowadays it does not surprise me that they do not want to be more transparent.

Looking back at the theoretical framework, Bol et al. (2018) found out in their research that users are keen to find out more information regarding the security and privacy of their fitness app. In addition to that Fietkiewicz & Ilhan (2020) also found out that users of fitness apps wanted developers of fitness apps to become more transparent when it comes to communicating the privacy implications of fitness apps. This theme can be seen as giving a different perspective as to the research done by Bol et al. (2018) and Fietkiewicz & Ilhan (2020), as it shows why (Dutch) users think that developers of fitness apps have not become more transparent when it comes to communicating the privacy implications of using their fitness apps.

#### **4.6 Social Media Importance**

This theme can be seen stemming from the semi-structured interview transcripts themselves and not from the theoretical framework and it is the theme called social media

importance. Four of the interviewees stated that social media could be used to help developers of fitness apps to become more transparent when it comes to communicating information regarding the privacy implications of using their fitness apps. Getting specific, the four interviewees stated that what was missing from the recommendations was a recommendation to do with social media to help developers of fitness apps increase transparency when it comes to communicating information concerning the privacy implications of using their fitness apps. Jill stated:

I also just wanted to say that I feel like if companies of fitness apps also tried to communicate the privacy implications of using their fitness apps through maybe using social media that could be a way to possibly get people to stop ignoring the info, as social media is a quite popular tool nowadays, that's what I feel is missing from these recommendations.

Chris stated: "I am surprised that these recommendations do not take into account the power of social media. If developers of fitness apps posted information about the privacy implications of using their app, they could also be seen as more transparent." Esther stated:

I just wanted to re-iterate as well, these recommendations are a good start to increasing transparency but I really think companies who make fitness apps conveying this privacy information through channels such as Facebook, Twitter or Instagram could increase transparency as there are lot of people who use these platforms.

An interviewee which had some similar thoughts to Jill, Chris and Esther is Bente they stated:

I also wanted to state that perhaps what these recommendations did not do is take into the account the power that social media has to convey information to a lot of people. Fitness companies could harness that power to convey information regarding their privacy implications of using their apps, utilising TikTok, Instagram, Twitter or Facebook. This would be seen as them being more transparent as well, as they would be using platforms which a lot of their users use as well.

In the theoretical framework, it states the following notion, Han (2015) states that to perhaps for developers of fitness apps to get end users of fitness engaged with information about the privacy implications of using fitness apps and thus increase transparency is to use audio-visual formats. Doss (2020) states that maybe using a format like a video could be beneficial in terms of getting end users to comprehend the privacy implications of using fitness apps and thus increase transparency. This theme adds on the previous two notions as perhaps a manner that developers of fitness apps could use to get end users of fitness apps to engage with information regarding the privacy implications of using fitness apps is by



utilising social media to convey the information. As stated by a couple of the interviewees, if the developers of fitness apps did this then could then be seen as more transparent when it comes to conveying information to end users concerning the privacy implications of using their fitness apps.

## 5. Conclusion

In this chapter, there is an overview of the research itself, answer to the research question and also reflections on the theory used. There is also mentioned what this study's limitations are and what the future directions for research are.

There has been research done when it comes to user perspective and fitness apps. With there being studies that have looked at why users utilize fitness apps (Joseph et al., 2020; Zhang & Xu, 2020), how users of fitness apps perceive the privacy implications of using fitness apps (Kim & Lee, 2022; Liu & Avello, 2021). As well as there being studies that have found that out that users of fitness apps think that developers of fitness apps need to become more transparent when it comes to communicating information about the privacy implications of using their fitness apps (Bol et al., 2018; Fietkiewicz & Ilhan, 2020). What this research aimed to do is fill in a gap that has yet to be filled and that is to look at what users (Dutch) of fitness apps think of recommendations by research institutes concerning how developers of fitness apps can improve becoming more transparent regarding communicating the privacy implications of using their fitness apps. The research institutes from which the recommendations were taken included the Rathenau Institute in the Netherlands and the Center for Digital Democracy in the United States of America. The research question of this research was as follows: “How do Dutch users of fitness apps perceive recommendations by research institutes on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps?”

The concepts which were used which allowed for exploration of the research question were the concepts of transparency, user-centricity and the recommendations from the research institutes concerning how developers of fitness apps could become more transparent with regarding to communicating the privacy implications of using fitness apps.

The method which was used to answer the research question was the method of semi-structured interviews. On the basis of the theoretical framework an interview guide was made. Ten semi-structured interviews with Dutch users of fitness apps, who specifically had to use fitness apps, who were between the ages of 18-30 and had at least a bachelor's degree were held. These semi-structured interviews allowed for the interviewees to go into depth about their thoughts and feelings about the research topic, which is something that quantitative methods do not allow for.

These semi-structured interview transcripts were then analysed using a hybrid approach to thematic analysis which uses both inductive and deductive approaches. This made

sure that all the possible themes that were in the semi-structured interview transcripts were uncovered.

The six themes that were deduced from the semi-structured interview transcripts which help to answer the research question of this study are: good beginning, not good enough, incentivisation plays a key role, nuances apparent, surprised about implementation and social media importance.

To answer the research question of this study, there are six main perceptions that the interviewees had regarding the recommendations by research institutes on how developers of fitness apps can be more transparent in conveying information to end users regarding the privacy implications of using their fitness apps. Firstly, all the studied Dutch users perceived all or most of the recommendations to be a good start in helping developers of fitness apps to improve being more transparent when it comes to conveying information to end users regarding the privacy implications of using their fitness apps (the theme of good beginning). Secondly, nearly all of the studied Dutch users shared a perception of the recommendations, with that being that even if the recommendations were to be implemented they would still take extra precautions with regards to their privacy (the theme of not good enough). Additionally, five of the studied Dutch users shared a perception of the recommendations, with that being that although they thought the recommendations to be good they noted that in order for them to pay attention to information concerning the privacy implications of using fitness apps, they have to be incentivised (the theme of incentivisation plays a key role). Moving on, nearly all of the studied Dutch users perceived the recommendations through a critical lens and questioned the specificities of them (the theme of nuances apparent). Adding on, another perception of the recommendations that five of the studied Dutch users shared is that they were surprised about the recommendations not yet being implemented already by developers of fitness apps. Lastly, another perception of the recommendations that was shared by some of the studied Dutch users is that they stated that was missing from the recommendations was a recommendation regarding social media to help developers of fitness increase transparency when it comes to conveying information regarding the privacy implications of using their fitness apps (the theme of social media importance).

What these perceptions demonstrate is that although the studied Dutch users find these recommendations to be a good start in being more transparent when conveying information to end users regarding the privacy implications of using their fitness apps, they still have a variety of issues with them,

In the theoretical framework there is the following notion that one of the most frequently enforced narratives to do with transparency is that it means the publication of information by a certain entity which harbours the aim of developing the visibility and accountability of this entity to a broader range of persons or institutions (Grimmelijkhuijsen et al., 2013). Another notion in the theoretical framework is that transparency in the modern sense can be defined as a indicator for the greater liberalisation of information (Adams, 2018). Keeping in mind the previous two notions it can be seen through this research that the studied Dutch users are ready for the developers of fitness apps to become more transparent when it comes to privacy implications of using their fitness apps. As they all stated that these all /nearly all of the recommendations are a good start for developers of fitness apps in becoming more transparent when it comes to conveying information to end users concerning the privacy implications of using their fitness apps.

Moving on, what came up in this research is that some of the studied Dutch users noted that what was missing from the recommendations was a recommendation about social media to help developers of fitness apps to become more transparent when it comes to conveying information regarding the privacy implications of using fitness apps. Rawlins (2008) in the theoretical framework states that the public stands to get benefits from transparency because then businesses can be then held accountable for their own actions. If the developers of fitness apps actually started to utilise social media in conveying information regarding the privacy implications of using their fitness apps and thus help increase their transparency, they could possibly be held more accountable when it comes to the privacy of their app. This could happen because a lot of people are on social media and thus could become more aware of their privacy on the fitness app and start to hold developers of fitness apps accountable more often on social media when it comes to privacy on the fitness app.

Continuing on, in the theoretical framework there is the following notion that although it is legally required for developers of fitness apps to be transparent with regards to their data collection and processing techniques regarding user data, this could aid them in creating a relationship which revolves around trust and openness (Metzger et al., 2021). In this research it was found out that five of the studied Dutch users were surprised that the recommendations were not yet implemented by the developers of fitness apps. Thus this shows concern by the interviewees and a possible hint at a lack of trust between them and the developers of fitness apps currently.

Moreover, the theoretical framework states that although developers of fitness apps could increase their transparency level with regards to communicating to end users

concerning the privacy implications of using their fitness apps, it is not a guarantee that end users will end up paying attention to this information (Metzger et al., 2021). In this research, half of the studied Dutch users state a possible way to help with that and that is through incentivisation. Half of the interviewees stated that although these recommendations were good, in order for them to actually pay attention to information about the privacy implications of using fitness apps that they need to be incentivised.

Also, in the theoretical framework, it states that there are some advantages when it comes for companies that adopt a user-centric line of thinking (Kool & Agrawal, 2016). With the first being that it allows companies to find out and take advantage of opportunities of growth, like unfilled customer needs (Kool & Agrawal, 2016). Taking into account this notion, this research helped to find out an area of growth for developers of fitness apps, with this having to do with incentivisation. As in this research five of the studied Dutch users stated that although the recommendations were good that in order to pay attention to information regarding the privacy implications of using fitness apps, they need to be incentivised. Thus a possible area of growth for developers of fitness apps could be to incentivise end users to pay attention to information regarding the privacy implications of using fitness apps.

Another notion, in the theoretical framework there is the following notion in response to end users wanting fitness to be more fun, developers of fitness apps have been implementing and adding game-like features in their apps so as to make exercise more exciting and fun to do (Cotton & Patel, 2018). Taking this notion into account in terms of this research, five of the studied Dutch users stated that the recommendations were good but in order for them to pay attention to information regarding the privacy implications of using the fitness apps that they need to be incentivised. In order for end users to be incentivised and also make the information regarding the privacy implications of using fitness apps more digestible, developers of fitness apps could follow the idea laid out by Berkowitz (2022) in the theoretical framework. With this idea being that developers of fitness apps, could make end users complete a series of mini-games and questions to do with the privacy implications of using the fitness apps before they actually get to use the fitness apps. Berkowitz (2022) further elaborates on this idea by stating that they would be incentivised to do this, as they would have the opportunity to save virtual points that they could then use to unlock features within the fitness apps and could use the points to get a specific percentage of off fitness gear that they could possibly buy in the fitness apps.

Another notion in the theoretical framework states that one of the main purposes of user-centricity is to look for and find out what the users dislikes and likes are and to help shape the product in a fashion to better satisfy those particular needs and get rid of the causes of irritation (Navarro-Prieto & Parra, 2012). Taking this notion into account, this research found out that some of the studied Dutch users noted that what was missing from the recommendations was a recommendation to do with social media to help developers of fitness apps to increase transparency when it comes to communicating information about the privacy implications of using their fitness apps. Thus this research found out a user like, with that being social media. Thus developers of fitness apps could use social media to help increase transparency concerning the communication of information regarding the privacy implications of using their fitness apps.

Additionally, in the theoretical framework it states that in recent times, end users of fitness apps have demanded to know more about how developers of fitness apps process data and with regulation like the GDPR, developers of fitness apps are keeping in mind the privacy of the end user when developing fitness apps (Mulder & Tudorica, 2019). This is done by them having to create written privacy policies which informs the end users of the privacy implications of using their fitness apps (Mulder & Tudorica, 2019). Another notion in the theoretical framework states that research done by Mulder (2019) shows that it on average takes 15-20 mins to read the privacy policy of a fitness app. In their research, it was also found out that the privacy policies of the fitness apps are written in a language that is hard to grasp. However, in this research five of the studied Dutch users stated that they were not sure if making the privacy policy simpler in terms of the language would result in the privacy policy losing its meaning. Thus this shows that even though privacy policies of fitness apps may be hard to read, that making them simpler to understand could possibly result in a loss of meaning.

In the theoretical framework there are some key notions to highlight, such as the following one, it is key for businesses to keep in mind that not every single customer is equal and what perhaps may work for one person could not work for a different person (Bilgram et al., 2010). Another notion which adds on the previous notion, is that businesses who focus on one particular group of customers have the opportunity of alienating other prospective groups and get rid of the opportunities for increased growth and success (Bilgram et al., 2010). Keeping in mind the two previous notions, it must be noted especially for developers of fitness apps that this research focused on specific type of end users and what they think might not be representative of other prospective groups. Thus developers of fitness apps before they

make any key decisions when it comes to the design of their app should always be sure that they are not alienating other prospective groups and are not getting rid of the chances for more growth and success.

### **5.1 Limitations**

A limitation of this research has to do with the sample size. This research was conducted on the basis of ten semi-structured interviewees who are Dutch, between the ages of 18-30, who use fitness apps and have at least a bachelor's diploma. Due to this rather small sample size, it is not possible to state that these results are in fact representative of people who are Dutch, between the ages of 18-30, who use fitness apps and have at least a bachelor's diploma. If this research perhaps had a sample size that was bigger it could have possibly enabled for different viewpoints to be had concerning the topic of this research as well.

Another limitation of this research is because this study is qualitative in nature, the results are difficult to replicate. This means that it could be possible for a researcher that wants to verify the results from this study to end up with different results. In qualitative research (such as this), this difficulty to replicate the research is seen as a weakness when compared to other research methods, specifically quantitative methods (Merriam & Tisdell, 2015).

### **5.2 Ideas for the Future**

On the basis of this research, there is an idea on what should be considered in the future for when research institutes make recommendations for how developers of fitness apps could become more transparent with regards to conveying information concerning the privacy implications of using their fitness apps. What research institutes should consider in the future when if they formulate recommendations is by doing more thorough research on the mentality and behaviours of the end users of fitness apps, specifically when it comes to privacy. For if they do more thorough research in that regard and take into account studies like this one, they could come up with more detailed and accurate recommendations.

An interesting idea for future research would be to conduct the same research however the one thing that would be different would be the nationality of the users, the nationality would change to that of American. There are a couple of reasons why this would be interesting for future research. Firstly, this research involves recommendations from research institutes which are based in the Netherlands and USA respectively, this research looked at already what Dutch people think of these recommendations and thus it would be interesting to

find out what end users who come from the country in which the other research institute is based, that being America think of the recommendations. Secondly, the revenue stemming from fitness app market in America is expected to grow to US\$1.98bn in 2022 (Statista, 2021b), this meaning that it would be one of the biggest fitness apps markets in the world (Statista, 2021b). It would thus be interesting to find out what end users think who would be part of the biggest fitness app market in the world think of these recommendations.



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## Appendices

### Appendix A- Overview of Interviewees

Table A1: Overview of Interviewees

<b>Name</b>	<b>Age</b>	<b>Gender</b>	<b>Nationality</b>	<b>Level of Education</b>
Jill	23	Female	Dutch	Has a bachelor's degree
Chris	28	Male	Dutch	Has a master's degree
Martijn	24	Male	Dutch	Has a bachelor's degree
Esther	22	Female	Dutch	Has a bachelor's degree
Nick	23	Male	Dutch	Has a master's degree
Sebastiaan	22	Male	Dutch	Has a bachelor's degree
Piet	25	Male	Dutch	Has a bachelor's degree
Roos	27	Female	Dutch	Has a master's degree
Dustin	24	Male	Dutch	Has a bachelor's degree
Bente	26	Female	Dutch	Has a master's degree

- Pseudonyms were used for the names



## **Appendix B- Interview Guide**

### **Before the interview begins (the recording):**

- A couple of icebreakers
- Ask them how their day is going
- Talk a bit about their interests
- Talk a bit about privacy and fitness apps before the interview begins.
- Then ease them into the beginning of the interview (and thus the recording).

### **Beginning of the interview (and thus the start of the recording) state:**

- I just wanted to thank you for taking part in this interview. I just wanted to re-iterate some important points from the informed consent form which you signed. As already stated in the consent form that you signed you don't have to answer any question, if you don't feel like answering any questions. You can stop participating at any time of the interview just let me know. If you do feel uncomfortable just let me know, we can stop the interview. You will stay anonymous in my data, so nobody can identify you. The recording of this interview, will be stored safely. Do you have any final questions?

### **Privacy and Fitness Apps**

1. Do you read the privacy policies of the fitness apps you use? Why/why not?
2. Do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password.)

### **Privacy Threats and Fitness Apps**

3. How do you perceive the privacy threats of using fitness apps?
4. What do you think should be done to solve these threats?

### **Fitness Apps and Transparency**

5. Do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why/why not?

### **Fitness Apps and Incentivisation**

6. If developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps, would you use it? Why/why not?

6A. If they answered, yes and explained why to question 6, ask them the following question: Would being incentivised to use the feature such as being entered in a raffle to win fitness gear incentivise you even more to use the feature?

6B. If they answered no and explained why to question 6, ask them the following question: Would being incentivised to use the feature such as being entered in a raffle to win fitness gear make you use it?

7. Do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy implications of using their apps? (For instance, using mini-games to help explain better the privacy implications of using the app and then using the virtual points which you would gain from playing the mini-games in the app to unlock new features or a percentage off of clothes.)

### **Recommendations from the Research Institutes**

- Before asking them questions about the recommendations. First state the following paragraph: We can move on to the next part of the interview. I'm going to explain briefly what we're going to do, it is pretty self-explanatory. There have been research institutes that have suggested recommendations on how developers of fitness apps could become more transparent in communicating the privacy implications of using the fitness apps to end users. I will go through each of the seven recommendations and ask what you think about it. So I will go through them one by one, and then we'll have

a little conversation about it, about what you think. Do you have any questions before I state the first recommendation?

8. First recommendation being that, developers of fitness apps should create a short video that goes with the written privacy policy which highlights the most important points. What do you think of this recommendation?
9. Second recommendation being that, developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. What do you think of this recommendation?
10. Third recommendation being that, developers of fitness apps in the privacy policies of their fitness apps should have the contact details of their data protection officer included (a data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data). What do you think of this recommendation?
11. Fourth recommendation, is that when privacy policies are updated in fitness apps end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation?
12. Fifth recommendation being that , that the language of privacy policies should be written in a more easy to understand language. What do you think of this recommendation?
13. Sixth recommendation being that, a FAQ section should be included on the websites of the developers of fitness apps regarding common questions regarding the privacy implications of using their fitness apps. What do you think of this recommendation?
14. Seventh recommendation is that the developers of fitness apps should program into their fitness apps a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

**End of Interview**

- Ask if they have any other queries or final questions, or any other statements.
  
- Then if they do not have anything more to state, say this: Thank you very much for taking part of this study. I just want to reiterate that as stated in the informed consent form which you signed that if you decide afterward that you do not want your data to be used in this study, you can contact the e-mail which is at the top of the informed consent form which you signed. Your data would be then deleted and not used in this study. You can also contact the e-mail which is at the top of the informed consent form if you want to ask any questions about the study.

## Appendix C- Thematic Codebook

Table C1: Thematic Codebook

Themes	Definition	Description of how to know when a theme occurs
Good beginning	End users find that the recommendations are a good start in helping developers of fitness apps to improve being more transparent when it comes to communicating to end users the privacy implications of using their fitness apps.	If the interviewee states that the recommendations are a good beginning in helping developers of fitness apps being more transparent concerning communicating to end users the privacy implications of using their fitness apps.
Not good enough	End users even if these recommendations were to be implemented, they would still take extra precautions when it comes to privacy and using fitness apps.	If the interviewee states that even if these recommendations were to be implemented, they would still take extra precautions with regards to their privacy.
Incentivisation plays a key role	End users think that incentivisation would play a key role in getting people to pay attention to information concerning the privacy implications of using fitness apps. More specifically what this theme encompasses concerning the recommendations, is that end users although they find the recommendations to be good, they would need to be incentivised to pay attention to information concerning the privacy implications of using the fitness apps.	If the interviewee states that they like to be incentivised when it comes to having to pay attention to information regarding the privacy implications of using fitness apps. Also, if the interviewee states that although these recommendations are good, that for them to pay attention to information concerning the privacy implications of using their fitness app they need to be incentivised.

## Appendix D- Transcriptions of Semi-Structured Interviews Coded

Key of Themes:

Good Beginning

Not Good Enough

Incentivisation plays a Key Role

Nuances Apparent

Surprised about Implementation

Social Media Importance

Interview 1 (Jill)

00:00:01

Interviewer: I just wanted to thank you for, um, taking part in this interview. I just wanted to re-iterate some important points from the informed consent form which you signed. As already stated in the consent form that you signed you don't have to answer any question, if you don't feel like answering any questions. You can stop participating at any time of the interview just let me know. If you do feel uncomfortable just let me know, we can stop the interview. You will stay anonymous in my data, so nobody can identify you. The recording of this interview, will be stored safely. Do you have any final questions?

00:00:32

Interviewee: No.

00:00:33

Interviewer: So then we can, uh, then officially begin the interview. So the first question which I'm going to ask you is, do you read the privacy policies of the fitness apps you use? Why or why not?

00:00:45

Interviewee: Uh, I don't, I think, I don't think I ever have, um, because yeah, I guess I just don't take time for it. I just press accept and I just go on.

00:00:59

Interviewer: And is it because you find it, uh, like the document too long or too difficult to read?

00:01:08

Interviewee: Probably because it's too long and because I don't feel like I know much about what it says anyways. So I just skip it.

00:01:17

Interviewer: And do you do this with like, uh, not necessarily fitness apps, but also other apps that you use?

00:01:24

Interviewee: I think I do it with the vast majority of apps that I use, even when, like they make you scroll through it. I'll just scroll through it and not actually read it. So I get to the end.

Except I, I don't think I actually ever take a time to read the privacy policies.

00:01:42

Interviewer: Do you consider yourself as someone who cares about the privacy online?

00:01:46

Interviewee: Yeah, I do think I care about privacy on that. I do think it's a really important issue, which probably is not being, has not been taken seriously enough for years, but at the same time, personally, it's hard to do that on a daily basis in your own stuff, I guess. I do not know.

00:02:03

Interviewer: And you say you care about privacy, but then you don't read the privacy policies of the fitness apps you use. So it's kind of like, I'm not stating that it's like hypocritical, but I mean, you can kind of see the paradox there.

00:02:19

Interviewee: No, that's true. I guess I care about it in a societal manner, but in a, on a personal issue, I find it more difficult to think about it every day, because what are you going to do? Read it all and decide if you agree with the policies or not, and then try a different app. Like, I think it's difficult to make a difference on a personal level, but on a societal level. I think it's important. I guess if that makes sense.

00:02:48

Interviewer: No, that makes sense. So do you. Because there's been lots of scandals, like not necessarily with fitness apps, but just like daily leakages in general with like, for instance, like Facebook with the whole Cambridge Analytica situation. I'm not sure if you're aware of that, but then it's like nowadays privacy it's like, would you say that's kind of like a big issue in today's society doing like on the now specifically online?

00:03:19

Interviewee: I definitely think it's a, I think it's a really important issue. Um, I also think it's an issue that you can't really solve for yourself because I think on every, um, app or website you'll use, there will be, it's very difficult to control your privacy. I think it's something that

should be taken care of on a more global level, such as with the European Union or governments in general. I don't think it's something you can change it. But I do think it's a really big issue right now. Yeah.

00:03:48

Interviewer: And, um, okay. I think then we can, uh, focus more on fitness apps. So I was wondering, do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password.)

00:04:20

Interviewee: I guess I don't, I guess I don't do any of that. I, um, I guess if I will have read about it, I wouldn't use it, but I wouldn't specifically look it up to see if there were any, if there was anything. If that makes sense.

00:04:33

Interviewer: Yeah, that makes sense. Well then would you perhaps, maybe agreed upon like, uh, like a developer in the future maybe before?

00:04:41

Interviewee: I do think it's important. So I guess that's something that I should be more aware of and should do more. I use like smaller ones, which I guess make you trust them more because. I don't think they're in it for like global data collection, but I guess you never really know. So you should still be aware of it.

00:05:03

Interviewer: And in terms of like passwords, like, do you pay extra attention to that or, no?

00:05:10

Interviewee: I use the same passwords for like half my accounts. So yeah, I guess not.

00:05:25

Interviewer: Talking about, uh, like, because you were talking about, um, you said the small apps, you said the, the fitness of your user, like not necessarily that big correct, or, yeah?

00:05:36

Interviewee: The more local, the more like, okay.

00:05:38

Interviewer: So then, um, but there's still as like, I think susceptible to that. Uh, Well, okay. The question I ask is that what makes you feel more safe with them than other apps?



00:05:51

Interviewee: Um, I feel like there are lots of bigger apps out there that will consciously sell data. Like it's a way of making money, just like Facebook did. Um, I think like local smaller apps that are just owned by smaller businesses, smaller fitness things. I don't think their way of making money as selling data. So I guess that's what makes me trust them more.

00:06:13

Interviewer: Okay. Do you mind if your data would be like, um, given like your, your, the data that they harness with the fitness stuff would be given to like third parties?

00:06:26

Interviewee: Yeah, I guess I would mind. I just, I feel like it's being done anyways. I feel like there's very little I can do to control it this way, but it is something that I wouldn't enjoy knowing about, I guess.

00:06:40

Interviewer: So like, cause for instance, for like commercial purposes, if someone, they would use it for that, that, would you agree with that or no?

00:06:47

Interviewee: No, definitely not.

00:06:49

Interviewer: So that would be like where you kind of like would draw the line if you found out that like a fitness app was doing that. For instance?

00:06:57

Interviewee: I think them storing your data in general, like data that really shouldn't, they don't need. For instance, I think them storing your data in general, like data that really shouldn't, they don't need. Probably a red flag because why they storing it in the first place then? Um, but I think then them actually selling it to anyone that would definitely be more than a red flag. That would just be a problem

00:07:19

Interviewer: Yeah. Well, yeah, but is it, would it be a problem if they didn't let people know that they were doing it or if they were doing it in secret?

00:07:29

Interviewee: I guess doing it in secret is definitely a lot more. Then if they, you know, but yeah, if they let you know that, I guess you're agreeing to it.

00:07:40

Interviewer: And you stated that you didn't really read cause it's like, so rehash that because what you described, I think what like that you state that you are privacy conscious, but you're not like acting on your privacy. It's called the privacy paradox. That's basically what I basically just described is that people who are, um, who state, yeah like I, I do care about privacy. I do care about this and that, but in like when they try and act upon it or when they try and show it, I mean, they don't really, it's not, they say they care about privacy. But then for instance, it's like that they accept privacy policies without reading it accept cookies without reading it. No. So it's definitely, um, and I'm not saying this to make you feel bad, but because it's, it's com it's a, it's, it's a phenomenon. So you're definitely not the only one that has, uh, that, uh, that share these kinds of thoughts and issues, because at least you're being honest about it. Uh, So I'll move on to the moving on. Uh, so how do you perceive the privacy threats of using fitness apps?

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Interviewee: Yeah, I guess it's not something you would directly, I think connect like fitness apps and privacy issues. I think when you think of privacy issues, you think a lot more about these really big companies like Facebook, like Twitter, like, like Instagram, like these big social media platforms, um, I'll speak as you just use them more and you see them everywhere in every website, you like see a little Facebook icon. Do you know it's following you? So I guess you don't, I don't perceive them as, as big in fitness apps.

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Interviewer: Okay. And, but what, what about like, for instance, um, like data leakages from happening or, um, your, your data go into like third parties, which is like kept secret. What do you feel about that?

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Interviewee: Could you repeat the question?

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Interviewer: So for instance, what about like data leakages? Like, cause that's the harness lots of user data. Right. But if it's not secure properly, then, um, a person or hackers could like, uh, have access to it. Does that not make you like, not necessarily worried, but I don't know.

00:10:04

Interviewee: No for sure. I, I, I do think that's something that worries me. I, I do think at the same time, it's so difficult to keep anything private these days. Anyway. So it's something that worries me, but at the same time, I feel like it doesn't worry me as much because I feel like

there's little I can do to stop it because I don't you'd have to stop using my smartphone. So it's a little bit double, I think it's worrying, but at the same time, I think there's very little I can do to stop it such a big issue.

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Interviewer: Okay. Now that makes, but that's kind of like that rubs us into the next question is like, what do you think should be done to like, solve like these threats? So. Maybe you could take it from a personal standpoint, but then also from like, um, the developer of a fitness app standpoint.

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Interviewee: Yeah, I think, I mean, a personal thing that I should probably start doing is searching and privacy policies and making better passwords. Um, I think those are important, um, at the same time. I also think it's something that should be controlled more high up. So I think that are going to try and make money out of it. Shouldn't be trusted to solve it. So it should be something that maybe governments should control better. And from the privacy laws, um, or like even more globally with a European Union, And then to kind of keep hackers away, then yet you would need really good programmers, but I don't know if these little companies have the money to do that. So I find that difficult to put that on them.

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Interviewer: Yeah, no, cause it's like, if we're talking about like that part of like, uh, like to stop, prevent data leakage from happening, would you say that will be more easy for bigger companies to stop that from happening then from then small companies in terms of fitness app?

00:11:53

Interviewee: I would definitely think so. I guess, bigger companies probably have a lot more data. So they're more likely to get hacked. Um, maybe even made them more in danger, but they also have really have a lot more money to try and prevent it. So I definitely think it should be a lot easier for them to prevent it if the same people that will be hacking it. Um, so yet they should be, wants to set an example, I guess, and try their hardest to prevent it more than the smaller companies who just probably don't have the resources.

00:12:21

Interviewer: And who would you like for instance, um, Like higher in that sense, this stuff like data that they leakage from happening, like hackers, or just like cyber security.

Like I'm not, I'm not asking you to be like technical, but I mean, if you were to like guess?

00:12:37

Interviewee: um, Mr. Robot, no, I dunno. I don't think I know that much about it. So I find it difficult to answer, I guess, hackers themselves, what they do, right? Like hackers can prevent, guess moral hackers would be the solution to that, but I guess just programmers in general, aren't hackers like software engineers. I don't know if it's all the same, but I guess just people like that with a degree in it.

00:13:04

Interviewer: And what'd you like give it like for instance, is now talking about like a big company. Would you give it like a big sort of a big department, a small department?

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Interviewee: I find it difficult, cause I'm not sure how much resources they would need.

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Interviewer: But for instance, if you'd like, if you're just a big, like develop a fitness up company, for instance, you have like the Nike running app and you want to prevent it from the lectures from happening. Like a Nike has like, I would guess like lots of money. So then what, like how big of a department would you put it? Like there's no wrong answers here. Like you could also don't know that's also okay.

00:13:36

Interviewee: Well, I, I don't know. I, I guess. I mean, I, I don't know. I find it difficult because I don't know what I would do. Like in terms of finding privacy important, I would guess a big department, but I don't think that'll ever be done because, you know, I just don't think that that's anything any company would do. They'd probably, it's probably the department of like three to four people. I think that's realistic, but I don't know. I really don't know.

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Interviewer: And it's not what you say it is that you don't think that it would be done. That that doesn't mean that it should not be done.

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Interviewee: It's true. Yeah. I don't know because they also don't know how big departments are in general in these offices. I had no idea. So I find it difficult to say. Um, I think that should be 5% of the 10% of the company.

00:14:28

Interviewer: No, but it's just like, cause we were just discussing how privacy is getting like more important, right. More daily it's just happening. So like in terms of my thoughts, I think

that they should, um, like the department should be little bit more bigger than it definitely was before. Um, because if you get a data leak from happening now, it's just, everyone will know that and it would just be bad press. No, I'm not expecting you to know all the, the, the, the technical side and stuff like that. That's fine. Then we can move, move on then. Um, do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps and why or why not?

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Interviewee: Yeah, I think definitely. I, I guess the way they are transparent right now is three privacy policies, but I, like I said, I don't think I'm the only one who just skips through. Um, because it's usually very much like something written by lawyers, um, like long things with clauses that we don't fully understand lots of texts. I don't think that's the right way to ask for permission because you're asking someone to agree to something they don't know about. And I don't think that's really informed consent because informed consent should be something that you fully understand. And I don't think, I don't think most people actually fully understand that. So I think they should be a lot more transparent in and letting it be known what they do outside of just these policies that they've put forward.

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Interviewer: Um, just like, uh, how do you think that they could be more transparent if you had any idea?

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Interviewee: I mean, if there's like actively selling your data, for example,

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Interviewer: I just mean like in conveying like the information regarding like, like the privacy implications, how do you think they could become more transparent to like end users?

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Interviewee: Yeah, I think it is difficult because of course, what should they tell us and what shouldn't they, I feel like that's always going to be something it's not completely, you know, black and white or who will agree to what, um, I think like little things, like, can we share this when you press on like doing something then like that would already be something I guess. Um, but I guess it, isn't going to always have to agree and disagree in everything you do in an app. So I don't think that's necessarily the solution. Um, maybe like its an idea for them to post to social media about the privacy information concerning their app, maybe if they do not do that already.

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Interviewer: But maybe like, for instance, the format of the way the information is given. So not necessarily like. Cause the written privacy policy is needed, but maybe something like supplemental to that. So like maybe like the different format, for instance, like audio visual?

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Interviewee: Yeah. That, for example, I think what's also nice because the privacy policy, you have to agree or just speak to the whole thing, right? But I think what they're starting to do on a web pages now is having you agree to and reject different things. And that way you're more, I think if you have to look at things individually you're also more likely to look through it. So maybe that's a solution to also do an apps.

00:18:12

Interviewer: Um, so like they have like what, like. Like statements for like how, how did it, how did that exactly work with the webpages?

00:18:23

Interviewee: You know, when you accept cookies and webpages, now you can like click yes or no. If you want to accept or reject. Um, and it's a bit annoying, but some, but I do think it's a lot better that way than just having to accept cookies no matter what, which is the way, I guess, with privacy policies on apps right now. So maybe be that way you also have to kind of reject or accept different clauses, or I don't know what you've called them.

00:18:53

Interviewer: Ah, I haven't heard that before for fitness apps. So maybe make more sense for them to possibly do it as well. Um, also a little but it's I guess something to, yeah. Uh, okay then, uh, moving on then. Um, if developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps. Uh, would you use it? Why or why not?

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Interviewee: Like a feedback thingie you mean?

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Interviewer: So like a feature that stayed like within the app that you could, uh, write in, like for instance, uh, just like suggestions, for instance, what you stated just now about like on how to improve the fitness of their app, oh I mean the privacy of their app actually.

00:19:44

Interviewee: I would give this probably I wouldn't use that feature unless I would feel like my privacy had been affected by the app because I use apps every day and I'm not going to give

every app feedback just because I think they could improve. Um, but I think if something did happen to me on that app, then that's when I would probably take action, which is probably too late. But realistically that's probably how I would go about it. I think.

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Interviewer: And for instance, like if another like fitness app or to have like a data leak, would you then, like in the fitness app you use, would you then use this feature and be like, yo like. Well, what are you doing to safeguard my privacy or data?

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Interviewee: Yeah, I think if there's like a scandal I would read up on, on the news or something, not even about the app I was using even about a different app and I would definitely be more likely to use that function as well.

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Interviewer: Yeah. Just to ask about what they're necessarily doing to, uh, to protect like your privacy, that regarding your data.

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Interviewee: Like, how would their doing is different to kind of see if you were safe at all? Because if they're doing the same thing, then you're clearly not safe with your own data, um, and ask if they're not different and how it, what did you do now to improve it? So it doesn't happen on their app.

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Interviewer: No. Okay. I am like, just adding on to that. Like would being incentivised to use the feature such as being entered in a raffle to win like fitness gear make you use it?

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Interviewee: Oh, if you might get a prize, if you use it like a, um, it depends on the prize. Like, um, I don't know. I give, I guess, so actually I think there, if there's even like a little chance of getting something that you might as well, if it takes like five a minute, that you might as well just do it. Um, so I do think that would help actually, probably like a little bit. If the prize is barely anything then probably not. So it does depend on the prize a little bit. I think it always would, but in general, I think. Make you more likely to use it. In

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Interviewer: And do you think like other like users would like, do you think they share the same sentiment as you like in terms of like incentivisation?

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Interviewee: Yeah, I think so. Because sometimes I get questionnaires from like universities, but filling in something. I'm not going to do it because I like, I don't see why I would, but then I do see there's a little prize. And then I do find myself filling it in and I think it would be the same for most people. I think that's why they do it because it does work.

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Interviewer: So. incentivisation. Okay. Now, cause now the next question is also like, uh, has to do with incentivisation as well. And that is, do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy implications of using their apps? (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes)

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Interviewee: So you mean at that they use those mini games to learn more about the privacy implications of the app, right?

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Interviewer: Yeah. And then you get points and then you use those points to like unlock new features in the app or like money prize or something like that.

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Interviewee: I mean, It's very interesting if they would. I think it definitely, it definitely a good thing if they would, but I also don't necessarily think it's on them to make you that aware. Like I also, like, I'm not sure it's completely on them to that extent, like on the privacy, like, I don't think it's completely on the fitness app to get you to that much of a privacy policy. Like I do think it's also a little bit your own responsibility. Not fully. I do think it's too difficult now. But for them to have this app and develop games just for you to understand their policy better. I don't know if that, if I think that that's fully their responsibility. Um, so I don't know if they should, because I do think that would require lots and lots of development and programming from them that I think they could better use on just making their apps safer in general.

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Interviewer: Oh, that makes sense. But that's interesting. You say that because then, because you state that you don't really read the privacy policy, but you do care about privacy, but then if they had this feature within this, like for instance personally, like meaning games, would that, would you be incentivised to like. Do you want to play the mini game before like the



privacy thing? Or would you be like, oh, they have, I mean, again, I'm not, I'm just gonna use another app that doesn't have one?

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Interviewee: Or would you be like, oh, they have, I mean, again, I'm not, I'm just gonna use another app that doesn't have one. No, I think I would more likely to use a mini game and then use the same app. Then if I then go into another app that doesn't have that I, I do think it's a, it's a good incentive. I really, I really think it is. I'm just not sure that. It's on them to that extent. Although I do think it's a really good thing. I don't know. I guess I'm looking at it from the app point of view as well, but from my point of view I think it will be really helpful. But for the app, I would be like from the point of view of the fitness app, I didn't see why they would do so, except being forced to by the government.

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Interviewer: No, that makes sense. Cause it's like, I understand that at a certain point, like they can only do so much to make people aware. Right. I mean, if, if people really, really don't care or like, they don't want to do it, then of course they're like, no, watch the video or not play the game or not do that. But this is just making, cause there's been so much research done, which has shown like, um, the users, like they care about the privacy to them again, they don't read the privacy policy. They don't act upon it. I don't do this. So this is just like, uh, This is just focused on the, the, on the end users of fitness apps, because in the end of day, it's kind of like the fitness apps can only do so much. It's like their responsibility. So I understand you're, you're thinking.

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Interviewee: Yeah, but it's in the now, like it was just like a one-time mini game, just when you open the app. And I do, I do think it's a really good thing. I do think it makes me more likely to fully understand the privacy policies that I am agreeing to. And. I definitely think it's a good thing if they would do that.

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Interviewer: And like, just to wrap up, sorry, just to wrap up like the, this kind of little discussion about incentivisation, do you think, like incentivizing users to engage with like, uh, the privacy implications of, um, like of, of using the, of communicating the fitness apps without, do you think that would. Do you think that developer's finished up to do that they would do like to incentivise users to like pay attention to the price implications of using their fitness apps. Do you think incentivisation would work?

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Interviewee: I do. They should do it. I think they should do it. I definitely think that they should do it. I think like disregarding their point of view if you can just looking at it from me as a user, I think. It would make using these different apps a lot safer because I'm more aware of what's happening. I think it would make me probably trust the company a lot more because I know that they are like a bit more aware of what they're doing and they want to meet to know what is happening here. So I definitely think they should do it.

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Interviewer: Okay. Um, and we can move on to the next part of the interview. I'm going to explain briefly what we're going to do. I think it's quite self explanatory. Um, so there have been research institutes which have suggested recommendations on how developers or fitness apps could become more transparent in communicating the privacy implications of using the fitness apps to end users. I will go through each of the seven recommendations and ask what you think about it. So I will go through them one by one, and then we'll have a little conversation about it, about what you think. Um, do you have any questions before I state the first recommendation?

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Interviewee: Wait, so you say a recommendation and I say if I agree to it or not?

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Interviewer: Exactly. Okay. So the first recommendation is that developers of fitness apps should create a short video that goes with the written privacy policy, which highlights the most important points. What do you think of this recommendation?

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Interviewee: I agree. Do I say more?

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Interviewer: Yes, give an explanation as to why.

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Interviewee: um, I would agree. I think that's, that'll make me a lot more aware of what am I agreeing to, if I like have a little summary that's in a video, however, at the same time, it makes me wonder a little bit, um, because there are going to pick and choose what they're going to put in a video. So. Yeah, I would hope that they would pick the things that all are important. I'll just skip over little parts that are a little bit more sneaky, secretly ignored. You know what I mean?

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Interviewer: Yeah. I know what you mean, but like the video would be like some implementing like the privacy policy. So if they miss something important, then it's like, okay, well, if you missed, if you feel like you want more information, just like read it.

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Interviewee: Yeah, that's true. But I wouldn't want them to. Like consciously choose not to put that into the video, you know, because like a little shady parts, like shady parts of the thing that they would just ignore. I would hope that it would be like an unbiased summary, but yeah, I would, I would still agree that they should do it.

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Interviewer: but then maybe like for instance, they could do a survey with the end users to find out what kind of points that they would want, um, to be included in the video, for instance?

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Interviewee: Yeah, exactly. I think that'll be a good way.

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Interviewer: And what kind of style of video would you like? Um, like, like for instance, animation or real life or a mix, or?

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Interviewee: I think it would just like a person talking in front of a camera. I would get bored really easily. So I do think animations, um, would help a lot, um, to me engaged because if it's like just a man sitting in front of a camera, Like listing a bunch of things. I would probably stop listening really quickly. And animation would help me keep that, keep my attention there for a lot longer, I think. Yeah.

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Interviewer: That's you're saying like, yeah, so animation is more attractive?

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Interviewee: I think. So I think they can make it more attractive, more easily because you know, I'm gen Z and I have all these, I need to be engaged a hundred percent of the time.

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Interviewer: Uh, okay. Um, then I guess we can move on to then the second recommendation. Oh yeah. If you have any other questions or you want me to repeat something, I'm not sure where you mentioned that, but feel free to, if you don't understand, just let me know and I'll be happy to repeat the question again. Um, So the second recommendation is that developers

of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. What do you think of this recommendation?

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Interviewee: I think that's definitely important because right now they can share anything with anyone and we really have no idea. Um, and there are some really shady companies out there. Like I think in the U S they can even like sell it to people who like. Like the government who is choosing which things like, like, like voting, wait, sorry. Okay. Find my words. I know in the U S to even sell things to politicians will then use those for advertisement in terms of voting, which I think is really dangerous. So, um, I think that should definitely make us aware of who they're selling things to and things like that should be illegal.

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Interviewer: For example, like with the fitness apps, with like a certain, um, if you found out that they were sharing the data with a certain third party, would that make you not want to use the app anymore?

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Interviewee: Yeah, I just, like I just said, I think there are certain people in certain companies that should not have my data. I feel they're uncomfortable with them having it. Um, just like for example, politicians and, um, political groups in terms of voting rights, I think that's really, really, really dangerous with them having this data.

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Interviewer: Um, especially in this climate as well. Okay, then we can move on the third recommendation that is that, uh, developers of fitness apps in the privacy policies of their fitness apps should have the contact details of their data protection officer included. Now don't worry. You're probably thinking, what is that? I will explain it now. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data.. So I'm wondering, what do you think of this recommendation?

00:33:07

Interviewee: Yeah, there's a contact person and you can talk to you about this, right?

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Interviewer: So it's like that they should have the contact details of that person in the, in the privacy policy, in the written privacy policy.

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Interviewee: Yeah, I think it definitely that's something that they should have. I don't think anyone would always use it, but I think if even a small percentage would use it and that's still something that should definitely be there. So yeah, I would agree to that.

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Interviewer: And would you see yourself using it yourself?

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Interviewee: Um, probably going back to the only if I would be affected by it, if I would see things on the news or, um, Like hear about it from other people then. Yeah. Maybe I think if I will hear nothing about the app at all and probably not again, because I use so many apps and I'm not going to do that for every app I use. But yeah, if I do see something on the news about it for this app or this one or, or a different one, even, I probably try maybe like.

00:34:02

Interviewer: Like could you maybe, try and sketch a sort of scenario which you would?

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Interviewee: so maybe like I would see another fitness app in the news of having a data scandal and out would be like, oh, like is happening in other fitness apps or maybe just other apps, like comparable apps that aren't fitness. Maybe in that scenario, then I would contact a person and ask what's up with their privacy and policies.

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Interviewer: And would you, like what contact details would you like? Um, what things should be included, like an email or a phone number?

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Interviewee: I think an email. I, I think I'm not sure actually, I think it even would be fine, but then I would be a little bit scared of just getting like an automated computer. Main message back. But I also think that a phone number would be very intimidating, I guess. So you talk to someone on the phone about it? I don't think I, I don't know that I would do that ethically, so probably an email, but then, yeah, I would hope that it's not some computer automated message you get back.

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Interviewer: So then would you contact them via email?

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Interviewee: Yeah, I think that will make me more likely to use. If it's just an email I can send or a message or something like that.

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Interviewer: And could you see like other people using this as well? Like, do you think people think similarly in terms of like when they would use it to you?

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Interviewee: I don't know. Um, I think maybe the same for me. I think people like to think that will be, they will be likely to use it. I don't know if that really translates to reality for me that same way. I think most people would like to think of themselves as wanting to use it if it will be out there. Um, in reality, I'm not sure if everyone would, um, I think the majority wouldn't to be honest, For like, yeah, no. I think the majority wouldn't use it, but I do think the majority would like to think of themselves as using it.

00:36:18

Interviewer: Yeah. Um, then we can move on then the fourth recommendation, uh, is that, uh, when privacy policies are updated in fitness apps, end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation?

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Interviewee: I think that's a great recommendation. I, cause I, cause when you think about it, actually, you agreed to privacy policies in the beginning and I don't actually know what happens afterwards and I'm sure they change all the time and I really wouldn't know. So I think getting a little push notification, um, is the easiest way to stay aware of it because otherwise I don't think I would. And then again, you come into the same kind of problem as you were before where you don't read them and you just go through them. If they didn't actively make you aware of what's in it. So I do think that's a good.

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Interviewer: But then it will also give you like a short in-app overview of the changes made, as well.

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Interviewee: Yeah, I think that'd be really nice. I think that would be, that would be a nice way to stay aware of what the app is doing. So, yes.

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Interviewer: Because I'm because I'm like, I'm not sure I know some fitness apps do, im not sure if all apps do, they send like the changes to your email and emails and emails. Of course, like maybe somebody to push notifications. People don't necessarily read as much.

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Interviewee: I think I, from all these apps and like other things that I have, I have like 500 unopened emails from all these little apps and stuff. So I think that's a horrible way to do it and I would completely ignore it.

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Interviewer: So do you think this way of doing like a push notification and the shortly above, you will be better than an email?

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Interviewee: A lot better.

00:38:07

Interviewer: Alright, then we can go to the fifth recommendation, uh, that is that, uh, the language of privacy policies should be written in a more easy to understand language. Uh, what do you think of this recommendation?

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Interviewee: I mean, I think it'd be nice. I don't know if it's always doable because I think normally written by lawyers, I think who do it for like legal reasons. And I don't know if it's possible to write them in such easier terms. So I think it'd be nice if they did, um, because you'd be more likely to read it and understand what's happening. Um, I don't know if that's reachable. I also think the length is more of a problem for me than the difficult language. And if they have like easy language to facil the same language, I don't think that would make much of a difference for me to be.

00:38:59

Interviewer: Okay. And do you think, like, for instance, if it were to be written in, like in a more easy to understand language, do you think then possibly the meaning of the privacy policy could be lost?

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Interviewee: It's written like that for like a legal reason, like there's a reason it's written like that. So, yeah. I, I don't know if changing it would affect that. So I don't know if they could do that.

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Interviewer: Because you stated more, what was it? It was more the length and the language?

00:39:29

Interviewee: Yeah, for me, it's usually just like, it's a, when you open a privacy policy, it's like a whole thing have to scroll through. And I think that's more of a problem for me. It would

just be like something you can see when just open the app and it's like eight lines. And I would read it, but at the same time, I know the privacy policy. It's more complicated than eight lines. So I don't know, even if it's easier English, but if it's still like such a long thing, I don't think I still don't think I would read it to be honest. I don't think it would make much of a difference for me.

00:40:01

Interviewer: And do you think maybe for like, yeah. Okay. That makes sense. I mean, of course other people would maybe find it better than other people were as if it were to be, yeah its difficult.

00:40:13

Interviewee: I mean, I think it would be better. I just, I don't think it would make, I still don't think I would take the time to read it. If I'm going to be honest.

00:40:21

Interviewer: Okay, well I am glad you are honest. Then moving onto the sixth recommendation, That is, uh, that, uh, a FAQ section should be included on the websites of the developers of fitness apps, regarding common questions concerning the privacy implications of using their fitness apps. What do you think of this recommendation?

00:40:46

Interviewee: I would hope that's already there. So if it's not there, then I definitely think it should be. Um, I think it's very important. So, yeah.

00:40:55

Interviewer: Would you use it and why would you think, why do you think it's important?

00:40:59

Interviewee: Because I do use a frequently asked questions, things on pages quite often when I have questions and I can find the answer just going through it, then I usually Google it and find it on the frequently asked questions. So I think the same thing for if I had questions about my privacy, like data parts in the app, uh, I think that's an easy way to find an answer so that way I would use it. What did you ask again?

00:41:25

Interviewer: Why do you think it's important that there should be a frequently asked questions section?

00:41:29

Interviewee: I think it's important because it's an easy way for users to get answers. So I think if you have these questions and like you just said, it might be something you can contact for



it, but that takes a lot more effort from your part. And it takes a longer time to get the answer. Well, if the answer to the question is already on the page, then it's already there and you have your answer. So I think that would make a lot easier in there for better.

00:41:54

Interviewer: And would you see yourself using it yourself?

00:41:57

Interviewee: Yeah, because, like I said, I, I do sometimes use that for other apps. Not necessarily, but privacy, which just for frequently asked questions. I Googled the question and I find it in the frequently asked questions page. So I have used it before, so I think I would use it again.

00:42:13

Interviewer: Okay. Then we can move on then to the seventh recommendation, uh, that is that the developers of fitness apps should program into their fitness apps, a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

00:42:35

Interviewee: So every month they want you to look back at the privacy policy?

00:42:41

Interviewer: Well, a reminder too, so maybe that they ignore it, but I mean, just the fact that they have a reminder too, for users to do that.

00:42:48

Interviewee: Um, I don't know. I don't think I would be as much of a difference. I think that's a bit, a little bit annoying as a user. Like, I don't think that's going to make you read it to be honest. Like I, I do think it's a great idea. I just think realistically, we get so many notifications so often and. I think by having like a monthly update, You kind of get used to it and you ignore it or getting a push notification when it's, there's actual changes like what we said before, if both are there and having the monthly ones well drown out the important ones, you know what I mean? So I do think I don't necessarily agree with this one.

00:43:26

Interviewer: And would you say like maybe not a monthly reminder, but like the day, like a bimonthly or like a half yearly, would, would that be of interest or do you still say no?

00:43:36

Interviewee: I would just hope having a notification when there's changes should be enough, but I, cause I would also assume there's change. There's always going to be changes multiple times a year, but I don't know that for sure. So I'm not, so I don't know. I don't know. Actually,

I just feel like if you have. Like, what do you have? Like 50 apps on our phone and all the apps and his monthly reminders to look at that or monthly, that that's really annoying and we're going to be more annoyed by it and then use it.

00:44:07

Interviewer: So, okay. So you would just like, just, even if it's like, not a monthly, but like a bi-monthly or like a half yearly, that's still, like, you still wouldn't think it would be useful?

00:44:20

Interviewee: Uh, I don't, I don't know. I do think if you get that many notifications, cause if all apps do that, the new that's so many that it would just be annoying and kind of drown out important notifications. That's why. 'cause I, I, I think the idea behind it is important. I don't, I just think realistically it wouldn't work that well for that reason.

00:44:40

Interviewer: Um, then now we've we discussed like every kind of recommendations there. I was wondering which one stood out. If you can remember, like in that, in your head?

00:44:50

Interviewee: Yeah. I think notification when there is, uh, important changes and the summary of those, I think that's a really important one. That one stood out to me. I think that that's one that should definitely be. And not having it in like a, um, an email, but having it as an actual push notification because emails, I wouldn't read them. Um, and I think the frequently asked questions when it's just an easy one, they can easily use it. I, I would hope that that's something that's already in used in otherwise definitely should be.

00:45:19

Interviewer: And, um, would you like, even if these like, uh, a recommendation would be implemented, would you like use. Would you still take extra precautions for instance, when using fitness apps in terms of your privacy?

00:45:37

Interviewee: No, I would, because now I feel bad that I haven't before. So I guess I'll even after this interview, I'll try and be that.

00:45:45

Interviewer: But, I mean, even if these recommendations were to be implemented, do you still think that you would still take extra precautions? just some of them are implemented. And then would you be like, oh no, my privacy is fine now. Or would you be like, oh, I still want to, although, because you didn't take precautions before, so maybe I'm not sure.

00:46:05

Interviewee: Um, I think I still should, like, I think I still should take better precautions even if they are implemented because. You know, you hear a lot about how data are being leaked to anyways, how we really have no idea. And so I think you can't just trust on these changes to help decrease your privacy worries.. So I think you sh I should still take better care of my data next to these new incentives, new issues, new, um, precautions, I guess. I don't know if I would, but I really should. I also just wanted to say that I feel like if companies of fitness apps also tried to communicate the privacy implications of using their fitness apps through maybe using social media that could be a way to possible to get people to stop ignoring the info, as social media is a quite popular tool nowadays, that's what I feel is missing from these recommendation

00:46:38

Interviewer: Okay. Well, uh, then I think then that's the end of the interview. I just want to say, um, Uh, before we completely wrap up, do you have any questions or queries or anything you want to go back on that you feel you missed said during the interview?

00:46:53

Interviewee: I just wanted to say that I feel as though most of these recommendations which you have stated present a good start in helping developers of fitness apps become more transparent about the privacy implications of using their fitness apps. I like the recommendation about making a short-video the most as although they still have to determine what important parts would have to go in the video, I think engaging people in a format which is audiovisual will help them to understand the privacy implications better. As well, now that I think about these recommendations are helpful but I think that in order for me to actually pay attention to the information regarding privacy, that I would need to be incentivized to do so.

00:47:31

Interviewer: Ah interesting thoughts, I do not have any other questions. I just want to say, thank you very much for uh, taking part of this study. I just want to reiterate that as stated in the informed consent form which you signed that if you decide afterward uhm, that you do not want your data to be used in this uhm study, you can contact the e-mail which is at the top of the uhm, informed consent form which you signed. Your data would be then uhm, deleted and not used in this study. You can also contact the e-mail um which is at the top of the informed consent form if you want um um, to ask any questions about the study. Uh, I just want to state now that, um, uh, Thank you for being once again a participant. Um, uh, I hope you, uh, I hope you have a lovely day.

00:48:21

Interviewee: Thank you, you too.

Interview 2 (Chris)

00:00:01

Interviewer: Uh, just, I just want to thank you for, um, taking part in this interview. I just wanted to re-iterate some important points from the informed consent form which you signed. Um, as you, as already stated in the consent form that, that you signed you don't have to answer any question, if you don't feel like answering any questions. You can stop participating at any time of the interview uh, just let me know. If you do feel uncomfortable just let me know - we can stop the interview. You will stay anonymous in my data, so nobody can identify you. The recording of this interview, will be stored safely. Do you have any final questions?

00:00:32

Interviewee: No. No, thank you. I completely understand. Thank you.

00:00:33

Interviewer: Um, then we'll get right into it. So, uh, do you read the privacy policies of the fitness apps or app that you use?

00:00:44

Interviewee: Um, in all honesty, I don't personally read them.

00:00:48

Interviewer: And is there a specific reason for that?

00:00:51

Interviewee: Well, um, mostly just because it's a, normally a lot of texts and, uh, you know, how it is with privacy policies, with most other apps that you use yours, there's always give you a lot of texts and it's, uh, yeah, I never really find it that important necessarily. Uh, I mean, I don't really find it that important because it's never really, um, I've never really come across any privacy policy issues that I thought have really affected me. So in the end, I just kind of yeah skip over them.

00:01:25

Interviewer: But would you not say that like privacy in this day and age is quite like it's quite important in terms of data?

00:01:31

Interviewee: Yes. Uh, I would, uh, definitely say that privacy is definitely an important thing, but with, um, with certain, uh, things such as fitness apps. I don't really find that, uh, any information that they find from there or gathered from me at that point is that significant, uh, to what I find important to privacy. So yeah, personally, it's just, that's just my choice that I

don't really mind, but, uh, with, with other very more important things, then I would pay more attention to the privacy policy. So just, I don't know if you have to, maybe if it has to do with anything with banking, for example, if you're using a banking app and there are certain privacy policies on that, then I would definitely like to know what kind of data is being, um, yeah kind of put around in their system.

00:02:18

Interviewer: So you're not necessarily worried about the data, which the private, the fitness apps, like the fitness apps you use are harnessing from you?

00:02:27

Interviewee: Exactly.

00:02:29

Interviewer: Because you're stating that it's not that important or?

00:02:33

Interviewee: Yeah, it's not that it's, I don't find it that significant to me, uh, personally or the things that I care about and privacy.

00:02:40

Interviewer: But then do you not, um, in that sense, uh Hmm. But then do you not, um, in that sense, uh Hmm. For instance, if someone were to like a hack, I'm not sure which fitness app do you use?

00:02:58

Interviewee: Noom.

00:02:59

Interviewer: Yeah. Okay. Never heard of that one before. Um, but, uh, for instance, if there was a data leak and then some people had access to data, wouldn't that make you more worried.

00:03:09

Interviewee: That would, uh, yes, that would make me more worried. But, uh, I also know that there's not a lot of personal information that you apply in the app. It's more just like your email address and your name. And, um, maybe I think, believe a phone number as well, but for the rest of no other information where, of, uh, where I live and stuff like that would be, uh, put out there. So yes, it would be worrisome, but it wouldn't be something that once again would significantly impact me,

00:03:34

Interviewer: But do not have to put in like your age or your height or any other information?

00:03:40

Interviewee: But also age or height, Uh, I mean, it's not, I wouldn't necessarily find that much of an issue to be honest. Uh, if, uh, if that was, if that was put out, of course, once again, it's slightly worse than if there is some sort of data leak and you wouldn't want to check up on what potentially has been leaked. But, um, with, uh, the specific app that I use at least, I don't know how it works with other apps. Um, I don't really have the threat of very sensitive information getting out, I would say.

00:04:10

Interviewer: So does it, for instance, if the fitness app you use, do you not mind it, for instance, if you were to go to like external third parties who would have access to that data?

00:04:21

Interviewee: Yeah, for example, if it was going to surveys or anything like that, maybe data to see the effectiveness of the app. I wouldn't necessarily mind that.

00:04:30

Interviewer: But then, but if it was like, um, just for advertising purposes of pure monetary purposes, like through a third party, would you feel. Yeah. How do you feel about that?

00:04:41

Interviewee: Um, I understand how maybe some people would, would maybe feel that they wouldn't want their, uh, their data from the app to be processed to third parties for monetary reasons. But, um, yeah, for me personally, if that's just, if it's just that they want to use my data to show that their app works and, and anything like that. And of course, if that is for advertisements as well, uh, I, I, like I said, I wouldn't necessarily mind that no.

00:05:06

Interviewer: But if, but it's important that they will be explicit in saying that, correct?

00:05:10

Interviewee: Yes. Yes, for sure then, but that I do agree with it. They would definitely have to be explicit in that, in the privacy policy. So if there are people that, of course worry about that and don't want that to be a product to the third parties, then they can definitely refer back to that. If it's not in there.

00:05:26

Interviewer: Okay. Now I think we can then move on to the second question. Um, do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password.)

00:05:43

Interviewee: In, in what sense do you mean like coming up with stronger password? If it's, for example, I have, they asked me for one or if something has happened?

00:05:50

Interviewer: I mean, when you like create one, like, right. Cause you do not want it to be hacked, like, do you actively think, oh, I'm going to make like, no, like super difficult one, but like make sure, you know, know like it's like password or 1, 2, 3, or ASDF or something.

00:06:02

Interviewee: Yes. Yes. For sure. For sure. I try to at least keep any accounts that I, that I manage secure enough with a good password, of course. And not try to be lazy with it.

00:06:13

Interviewer: And, uh, do you also, um, like before you used, uh, the, the fitness app you're using, or like in any other case, but specifically fitness app do you read up on like the company before you use it in, like in looking if they've had any problems with privacy or?

00:06:32

Interviewee: Um, maybe not necessarily always specifically privacy, but yes, I do try to look up into the computer a little bit to see if there's some history behind it or anything important. I should know before maybe dedicating to the app.

00:06:47

Interviewer: Like what information are you specifically looking for?

00:06:50

Interviewee: Uh, is it actually effective? Uh, does it work? And, uh, how many people have, uh, people's experiences being, you know, you would like to see reviews and, uh, yeah. Um, of course, uh, regarding even coming back to the privacy, if you can see from what people have said about it, uh, if there's any complaints about that as well. So of course, yeah. It all links back to, is it, um, yeah. Do they have any issues regarding anything including privacy?

00:07:15

Interviewer: Privacy is like a little like subsection of what you're looking for when you're looking at the history of the company?

00:07:24

Interviewee: Exactly.

00:07:26

Interviewer: Okay. Um, now, uh, we go into the next question then. Um, it states, how do you perceive the privacy threats of using fitness apps?



00:07:39

Interviewee: How do I perceive the threats?

00:07:41

Interviewer: Um, so for instance, like a data leak, like if like, cause that's a threat or like someone, um, I'll be like the amount of data which they go and go to an external third party and them not telling you and things like that.

00:07:53

Interviewee: Yeah. So, so I, I, I guess, uh, the best, the way I would perceive it as of course the data leak. Probably the worst one where if there's just like anyone can kind of just get information from the app when they're not supposed to, that would be the worst possible. Yeah, way of having a privacy issue. Um, maybe another thing of course would be also, it would just be them blatantly selling the data and it not being necessarily a data leak, but just, yeah, for someone really actually just giving it off to a third party for monetary reasons, as you said without of course, uh, giving anything in the privacy notice or mentioning anything about it. Um, yeah, that would be, uh, those are all would be very bad situations in any case.

00:08:37

Interviewer: And, um, now kind of in trying and going into like the next kind of question, which is, what do you think should be done to solve these threats?

00:08:54

Interviewee: Yeah, well, of course the best way to keep it to, to stop data leaks from happening is to just keep, uh, Make sure that all employees that work in the company that make the app also, of course, know, that private information should only be shared among the people in the company. And of course there should be private emails or, um, certain work maps that you can use to only send certain information in through the company and, uh, yeah, this, uh, there's a lot of, and of course just have a good, um, data security, um, team working on it at all times because apps are, yeah. It's all online. So it is a, you do have to have good data security in any case.

00:09:36

Interviewer: So like, would, um, so like, would you then hire, like, not hackers, but like, for instance, like, as you say, like people who are good with like security to help, um, to help, help stop that?

00:09:48

Interviewee: Yeah. As someone, uh, of course, uh, I don't have that much experience in the topic, but I would see, I would assume that that would be something that I would definitely try

to do to make sure now at least you have a good security on people's data and that you don't have any issues with data.

00:10:02

Interviewer: Would you then, for instance, if you were like, whether you're talking hypothetically, would you then make that like security department then like big, small, like how much importance would you put on to that?

00:10:15

Interviewee: I would definitely put a larger importance than if it was a different product, because like I said before, apps are all online, it's all digital. So of course, um, if there is less, uh, there is lots more chance that, uh, people can hack into the data, as you said before. And, uh, yeah, it's just, it's just important to have a pretty good department. Necessarily good, big whatever, uh, to really sort that out, to make sure that there's no issues with that, uh, regarding people's privacy.

00:10:44

Interviewer: Cause, um, now kind of always discussing and what we're kind of alluding to is, uh, It's actually, there was a case study, I mean, no, um. there was, um, have you heard of the fitness app called my fitness pal?

00:11:00

Interviewee: I believe, no, I haven't.

00:11:03

Interviewer: Well, um, uh, in 2018 I think, or, um, more or less like, or more or less around that time. There was actually, um, a data leak from that app, which was previously owned by Under Armor, you know, Under Armor. Yes. Yeah. So they own that app at the time. They don't own it anymore, but what happened is that users, um, uh, sorry, uh, hackers like got into like the, I think their database and they stole like, I think 160 million. Yeah, like data, like personal like data, so they could go into the accounts. And then, um, so basically they just had access to their account and, um, well it happened basically what was found out as well, is that like they were selling these hackers, like they were selling, uh, this data for like, I think \$20,000 on the, on the dark web. And, uh, When you hear stories like that. I mean, does that make you a little bit more scared as to like, what have, what would have happened for instance about, uh, With your fitness app?

00:12:13

Interviewee: Uh, yeah. Uh, of course, uh, anything like that is, uh, of course I know, know how more, how much, what kind of personal data was on the other app, but, uh, like such as

you know, I'm assuming name, age, everything else that you mentioned, maybe email address and the rest. Um, yeah, that would be. That would definitely be pretty scary to think about. And, um, uh, regarding my app, if something like that happen, I would also definitely be, um, a little, a lot more aware of, uh, the privacy notices. And what, uh, yeah is, is promised to me regarding the app, especially when you consider that yeah a lot can happen when a, the wrong people get certain information. And, uh, especially with, with something with the case study, you mentioned where the event that you mentioned that sounds like, um, like also a lot more than a data leak, but a full on just complete exposure of all their, of their entire system. So that is, yeah in any case, that is always just, uh, the worst case scenario. And I would assume that even me who might not have a lot of sensitive information on my own, that app would definitely also be pretty concerned about that if that happened.

00:13:23

Interviewer: Yeah, no. Cause then it's, as you say, I think there's a good word you say. Cause it was like, it was kind of left exposed cause they didn't, he found out that it was actually quite easy to gain, it was quite easy to gain access to that data. So then in the sense where they kind of, cause I also use, um, fitness app, myself. And so I was like, oh, wow, like, damn, like maybe I should look into more and be more just aware of like the risks of using such an app with such Infor, uh, information being on it. And, um, because now like all, because now we're on this kind of discussion. I feel like there was, this is also there's this another, um, another kind of case study as well. Have you, have you heard of the app Strava?

00:14:06

Interviewee: I have really, I believe, I have heard of Strava. It's still online as well.

00:14:11

Interviewer: Yeah, Strava still exists. But I think there was also a privacy issue, which happened with them. But, uh, so what happened was, I think this was also around 2018. So I think around the similar time as what the other, what my other case study said. Yeah. And what happened. There was basically, uh, I think some, like students like got access to like the geo, like maps of where you could see where people like the users like ran and then kind of expose that. But then what happened was in like, um, American, like secret basis. Uh, oh, no secret base, sorry. Military basis. Um, like, which are secrets, um, like the, it showed like the, the shape of like how, of what uses ran. So that gave away the shape of the actual of actual base, which is a big, like security, like, no, no at all. Um, so like that's an example of like how

it could actually, like how fitness apps. Um, in terms of like the privacy that getting leaked, the larger scale on a larger scale here, I was wondering like, what are your, like, what do you think about that? What are your thoughts about, uh, What I just mentioned.

00:15:24

Interviewee: Yeah. I mean, uh, I think about that that's all that is, oh, uh, pretty crazy as well that it can get to that point. So it, I mean, of course immediately having your, having your running routes or anything like that, uh, put out anywhere for people to find, uh, that is of course already a big risk to you. Not only your privacy, but your security and, uh, because then yeah, people can always just see where you, where your ass at or where you would be at certain times. And while you're doing your ex.Uh, from the app. And of course, uh, when it comes to things such as secret military basis, and then being able to track, uh, that where the, the location of those bases, because of some information from the app that is also of course like on a grander scheme, that is just something that could, yeah, great risk to not just specifically the military basis, safety, but safety on a global scale. So that is a yeah, that's quite also scary to think about and yeah, quite, quite surprising as well, but then it goes, just goes to show that, um, once again, it's, it's just very important to have really good cybersecurity. And as we went as, uh, mentioning back the questions that we brought up before, it just goes to show that like, yeah, you really do need to pay attention to your own teams. And are you constantly trying to update the systems to make sure that this kind of data is just secure at all times.

00:16:44

Interviewer: Yeah, exactly. That kind of gets a nice, like these case studies. I think we're a nice sort of example of like what we were already saying, right. That like companies and like fitness companies specifically should be, should invest more in their security team to stop these detrimental things from happening, which. Um, like him, like harm, like a personal like lives, but also like, as on like a national level and security level. So it goes to show that like privacy isn't really, uh, something to be messed with for sure. Um, okay. I think we've exhausted the topic we can now move on to the next question. Um, do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Um, why or why not?

00:17:36

Interviewee: Well, uh, I, yeah, uh, I do believe that they should be very transparent in the privacy, uh, Yeah, well, what they, what they refer in the privacy notifications. Um, because yeah, any, if there is, for example, any sort of issue that happens regarding privacy and a

customer or the, the, in this case, the victim of that issue could, uh, can't find anything, uh, regarding their privacy issue back in the privacy notice, then that could have, terrible implications for the company itself. Um, because yeah, they just have to make sure that all of their users know what they're signing up for, uh, regarding the app and the privacy.

00:18:16

Interviewer: But in a sense though, so I'm talking about it being like more transparent. So because you said that you didn't mention, oh, sorry, you said you didn't read the privacy policy You don't read the privacy policies of the fitness apps, right? So then like, um, in a sense. In terms of being more transparent, like would for instance, uh, uh, video conveying the information, be more seen as more transparent to you or in another format or?

00:18:41

Interviewee: Personally, for me, yes, because I like what I mentioned before, the reason that I don't read it is because it's also a lot of texts and I know that like a lot of people wouldn't necessarily want to go through the issue of reading paragraphs upon paragraphs of privacy jargon, when they also might not even understand everything that's in the, uh, and the, yeah. With the, with, like, for example, a quick video that maybe summarizes everything up. And can maybe even keep you interested as like a personal preference then. Yeah, I would definitely maybe put more effort into, um, taking my time to really look that all through. As well I am not sure if developers of fitness apps do this already but they should utilize social media platforms like Instagram, Facebook and Twitter to help spread information concerning the privacy implications of using their app

00:19:18

Interviewer: Yeah, I agree to your last statement actually. But going on your statement before that, so like the, the way that it's conveyed, like it's communicated would make it more transparent?

00:19:25

Interviewee: Yeah. I think, I think personally that if it was a bit more, um, uh, clear and maybe a bit more and yeah, engaging then a yes, for sure. I would take more time to read through it all and I actually try and understand what I'm getting into.

00:19:43

Interviewer: In a sense, are we talking about the video or?

00:19:46

Interviewee: Yes, yes the video.

00:19:51

Interviewer: If that was a video, cause then would you be okay with okay. That makes sense, you would rather like watch that then, um, read like the long yeah, paragraphs upon paragraphs rather?

00:20:00

Interviewee: Yeah, I would just want maybe a video that summarizes it all up and the most interesting points.

00:20:10

Interviewer: We can now move on to the next question. Um, and by the way, just at any time, if like you want me to repeat a question or you want to like, just interject or say something, just let me know. I mean, just like, go ahead. I mean, this is, there's a little bit like an interview, but more like as well. I want it to be a conversation between us. Um, so just, uh, before I ask this question, um, if developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps, would you use it? Why or why not?

00:20:50

Interviewee: Um, what do you kind of mean with like a feature, for instance, you have like the menu, right?

00:20:57

Interviewer: Right. Just like I'm thinking of like, maybe like now, right now I'm thinking of a gaming, then you be like, you have like a menu, like the main screen. And then in one of those like options, like one of those things you can select would be like feedback and then you click on it and then you can write like, oh, Um, you guys should improve this, um, as it would help me more like with my. Uh, like as it would help improve the privacy, blah, blah, blah, something, they can just do something like that.

00:21:27

Interviewee: Yeah. Yeah. I would, uh, I would definitely, I would definitely use a feature like that, especially if I felt that maybe, um, the app wasn't taking this much time to regard my privacy, uh, or maybe personally have some sort of suspicions that maybe something more is going on, then I would definitely say it's helpful that the company leaves such sort of feedback features or any other kind of features that. Um, yeah, five now that these issues are actually happening so that they can tackle them before. Yeah. Uh, things can get out of control or to maybe even just prevent any sort of further issues from happening.

00:22:01

Interviewer: Cause, um, for instance, if there was like a data leak with another company, and then you would like, I would assume that most, I mean, not most people but some people would be worried about, some users would be worried about, okay, what's my fitness app doing. And then such a feature could be like, it could be like, oh, improve this, like look into this or something like that.

00:22:21

Interviewee: Yes for sure. So I would definitely, of course I would also assume I would also expect from the company, if I'm using the app to also stay on top of that. Look, if there's other companies that are having data leaks, of course, double check your systems, make sure that you are also not in such a vulnerable position, but yeah. From the customer's point of view or the user's point of view, then yes, of course. I would also like to be able to use a feature or maybe, um, some sort of, uh, media, uh, medium to let the company know, uh, or ask my questions to ease my worries or anything like that.

00:22:54

Interviewer: And now on like, uh, another question I want to ask is, would being incentivised to use the feature such as being entered in a raffle to win fitness gear, like incentivise you even more to use the, the, the feature?

00:23:10

Interviewee: Yeah, of course. Uh, I think, I think most people, uh, know that when always like a little bit of an incentive or gift for providing their development of the app, even something so small as like a little bit of feedback. Uh, and, uh, yeah, I, I think that would definitely be something that would, um, and incentivise me to use that feedback more often and actually try and give my opinion more often.

00:23:33

Interviewer: Well, the incentivise you like, like, cause you already agreed to it before, but would it incentivise you in a sense even more so to speak or?

00:23:41

Interviewee: Yeah, for sure. There's just even more, I would say just blatantly, yeah.

00:23:45

Interviewer: Okay. And, um, would it then, like, would you then recommend your friends who I'm not sure if they do use fitness apps or something, would you then recommend your friends to use such an app? If they had like such a fitness app, if they had such a feature?

00:23:58

Interviewee: Uh, I would be more inclined to yes, I believe, uh, to maybe let them know because yeah, it's, uh, not only would you then be able to maybe get them on the app. And, uh, I know a lot of these, uh, um, fitness apps have also big social aspects, so maybe -you could just make it of course more interesting if you invite more people on it. And especially if they can earn a little gift possibly from it as well. Uh, then yeah, for sure.

00:24:25

Interviewer: Cause that kind of. My next question, which is like along the lines of incentivisation, but, um, do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy implications of using their apps? (Uh, for instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from, uh, from playing the mini games in the, in the app to unlock new features or a percentage off of clothes). Uh yeah, does it make sense what I am asking?

00:25:07

Interviewee: Yeah. Yeah. No, that makes sense. I completely get what you mean. Um, I like that, like we said before, uh, regarding the video feature of reading through the privacy notices or anything like that, uh, the, uh, the video, a little mini game or something like that, it's also another fun way. Interesting way, engaging way to let people know what they're getting into. And, uh, yeah, I think that would also just be a very effective way. Of course, if they can also earn little extras on the app or anything like that, it would also be nice, um, with, uh, certain, uh, limitations of course, because like I said, uh, people, uh, maybe other people like me. I don't pay as much attention to the privacy and still would be like, no, I don't care. It doesn't matter to me. Um, they would probably also still skip over it. So you don't want to just limit those people just because they don't want to read through the privacy issues, but yeah. Any little other gifts or maybe any other extra features regarding maybe any other security details that would also always be interesting to add in.

00:26:03

Interviewer: Because for instance, would you then. Like would the mini game be, would, would you, would you like, that'd be a good thing to add for you to get more people to be aware about the privacy implications of using such an app?

00:26:17



Interviewee: Yeah, I think that's a creative and interesting way of also going about it besides just the video.

00:26:25

Interviewer: Um, how, um, uh, Yeah. Okay. So then you saying then the mini games would be a good idea?

00:26:36

Interviewee: Yeah, I think it would be a good idea as, as we said that the either video or mini game, and then as you said with like, if you can get little deals from the points you've maybe get from the mini game that also just keeps it more engaging and interesting.

00:26:48

Interviewer: And what kind of, what kind of. Cause now. Okay. Now talking bit like nuance with the mini game, like for instance, how long would you make the game? Would you make it short? Would you make it long?

00:26:58

Interviewee: Like, yeah. As I said, still try and keep it short because you would want to keep it compact. Maybe if it's a, to keep people interested in the, in the privacy notices my personal, uh, thing with it. It's too long. That's what I think. So anything that can condense it, make it more interesting, uh, engaging that is immediately a plus point for me.

00:27:19

Interviewer: So make it like, like highlight the most important points, like for instance, like, um, Uh, who's grabbing my data, what data's getting used, um, who like, which third parties may have access to it, stuff like that.

00:27:35

Interviewee: And, and yeah, exactly. For example, also, do I have the, do I have the option to let this data be let out? Or is it just if I use this app, I have to, it's just you for you guys to use. And if you can also, for example, if people have the option, the stuff like that, for sure. Yes

00:27:52

Interviewer: Um, I will now move on now, just thinking if I had another question regarding that, but I don't, because. We can move on to the next uh part of the interview. I'm going to explain uh uh briefly what we're going to do, it is quite uh self-explanatory. There have been research institutes that um have suggested recommendations on how developers of fitness apps could become um more transparent in communicating the um privacy implications of using the um fitness apps to end users. I will go through each of the um seven recommendations and ask what you think about it. So I will go through them one by one, and

then um um we'll have a little conversation about it, about what you think. Do you have any questions before I state the first recommendation?

00:28:59

Interviewee: No, no. Uh just ask the question.

00:29:04

Interviewer: So the first recommendation is kind of something which we've already been discussing about and is that developers of fitness apps should create a short video that goes with the written privacy policy, which highlights the most important points. What do you think of this recommendation?

00:29:20

Interviewee: I think it's a good recommendation, uh, for, of course we're for. Yeah, for many reasons, it's just a bit more compact to keep it's a bit more interesting. And, uh, yeah. Uh, I would personally just like to have know the most important information.

00:29:34

Interviewer: And in what kind of format would you. Would you want, what would you like the format? Like what the video to be like, if you understand what I mean?

00:29:44

Interviewee: Yeah. You know, I think I understand what you mean. I think the, maybe the best way to have it is then of course we would have the written, the long list of privacy notices when you're, when you're introduced to and when it opens and then maybe of course have another option. If you, um, watch this condensed video of the privacy notice and then, uh, yeah, I would just maybe have it as a for example, just a person talking or just the voice, uh, voiceover in the background with a list of the most important points. Either one of those two would be good. Okay.

00:30:16

Interviewer: So what, what are your, what are your views on it on maybe it being like, uh, um, in animation or something?

00:30:23

Interviewee: That would also, that would also be good. Uh, then do you, maybe, you mean animation with the explanations are everything in the background as well?

00:30:32

Interviewer: Um, so like, an animation, like before you use the fitness app, like one to two minute animation video about like, okay, here are the most important, like privacy things and

blah, blah, blah. And like, just like the little, I'm not sure exactly how it would be, but something like that.

00:30:48

Interviewee: Yeah. I got a rough idea of what, of what you mean in any case, if something like that, if it's done properly, honestly it could, it could also work and will be enough.

00:30:57

Interviewer: Would it engage you more?

00:31:00

Interviewee: For sure. Like I said, any sort of, uh, wouldn't necessarily matter to me. What kind of format as long as it has the key points and is compact then? Yes, for sure.

00:31:10

Interviewer: Okay. Um, and it would be like, it would like supplement like the, the, the, the privacy policy, the written one, because that is. Uh, like it's a legal requirement, I believe. So it wouldn't be replacing it.

00:31:24

Interviewee: Yeah, exactly. Exactly. So it's just like an add on for people that maybe don't always want to take their time to read every single paragraph of the privacy policies. **And yeah come to think of it, I am not sure how the developers of fitness apps would come to recognize what points to put in the video. So that's an area to think about.**

00:31:35

Interviewer: Do you have anything more to say, or could we move on?

00:31:38

Interviewee: No we can move on now.

00:31:39

Interviewer: Okay. So the second recommendation is that a developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. Um, what do you think of this recommendation?

00:31:55

Interviewee: Uh, I think, uh, they should definitely be more, yeah. More transparent for sure. And in any possible way regarding if that's more regarding, uh, making it more clear to people or just taking out the key points, uh, I completely agree with the, with the statement in any case and yeah, I think it's, uh, it's also important to be as transparent as possible to avoid any complications with misunderstandings regarding the privacy policies.

00:32:21

Interviewer: For instance, because the third parties, I mean, that's quite like a, it's kind of in a sense it's kind of a big deal, right? Because I'm not sure if you were to use a fitness app and they, um, they, uh, stated a specific, uh, Third party that for instance, that you didn't like, like, or like you didn't want your data to be going to, would that stop you from using it?

00:32:47

Interviewee: Yeah, for sure. Uh, we're speaking hypothetically, if it was a company that I didn't like, for example, then yeah, I would definitely, um, I would definitely stray me away from using the app. But I do find it important that they are transparent, as you say about that and about what kind of data it is that they're sending off to, to that third party.

00:33:07

Interviewer: So you're saying it's important to include that information in the the, and the privacy policy?

00:33:16

Interviewee: Where it's going to, and if it is, if it is going somewhere, if the data is being shared, uh, not necessarily doubt, but, uh, but actually shared or sold off. Um, then yes, for sure.

00:33:27

Interviewer: Because for instance, I'm not sure if we'll go like a tiny bit of topic here with talking about a little bit about other apps. Like, do you, do you know, if the other apps, for instance, much of you play games, but you know, if they share data with other third parties?

00:33:44

Interviewee: Um, I don't know specifically about, uh, if they would share with third parties, the main only other thing that I could maybe think about is, uh, Yeah. It was like, for example, maybe gaming review of reviewers or anything like that, or companies that, that, that, uh, do news about games. They of course get, get the data from the company about how well it's doing and that they have interviews and other, um, both qualitative and quantitative data. So that'd be able to portray that. And I guess, yeah. Um, you would want to know where that's kind of getting shared too, cause it also has to do with the publicity of the company and the game. If we're speaking, hypothetically. Um, so yeah, I, I, those, I think that is definitely important in that sense. So with any other app, not just fitness apps.

00:34:31

Interviewer: Okay, now that makes sense. Um, I will now move on to my, uh, third recommendation, I believe, um, that is a developers or fitness app in the privacy policies of

their fitness apps should have the contact details of their data protection officer included and I will describe now what a data protection officer is a data protection officer. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data.

00:35:09

Interviewee: Um, so it's kind of like the in between men, between the user and the more or less like?

00:35:15

Interviewer: They're like, they're like still a part of the, like the, the representative of the company who, um, who basically the questions like it's the data protection officer. I mean, I think self-explanatory, but their recommendation was, is that they should include the contact details of them in the privacy policy. Do you think this is, uh, what do you think of this recommendation?

00:35:35

Interviewee: I think this is also a good recommendation. Uh, of course, um, uh, there are, there are some concerns regarding that maybe if there was only. One person that trying to take in all of the information from all concerned parties or any concerned individuals that maybe that could get a bit, um, yeah. Much in any case. But if, for example, if there is, uh, it's someone dedicated or like a little small team dedicated to processing all these concerns, then I think that is also a very effective way of managing potential risk. And, um, of course, uh, preventing anything, any further, uh, risks that could occur.

00:36:11

Interviewer: Because would you, would you see yourself, you like contacting this person if you ever had a problem like that?

00:36:17

Interviewee: Yeah, 'cause I, I feel like, I feel like, uh, like a purse, someone you can contact, maybe a bit more personal via phone number is a bit more effective than having a then sending an email. Cause it's like, you don't have to wait for a response. You can, uh, you can immediately kind of have that someone actually cares about your issue. And, um, yeah, because an email emails that can also be a lot of big cases, be an automatic mail, or like maybe often a bot responding, but on a call it's been more personal. You kind of have the feeling as a user that your problem is actually being taken care of. And I think that's an effective way of doing it. And I think that's an effective way of doing it. Yeah. But of course,

without it getting over the top, **One person having to deal with, uh, hundreds of people's phone calls. Cause then it just becomes a bit yeah useless in a way.**

00:37:03

Interviewer: But then I would think like the contact that I think that would more be in the line of like probably sending like an email or maybe like possibly a phone number. But as you say, I think that phone number would probably get instantly bombarded. and that person would have, so I think probably an email contact will be, I think, a. Like the, the, the contact details, which they would provide.

00:37:26

Interviewee: Yeah. Yeah, yeah. But, uh, as I say, as I said, uh, email is always, always effective, but, uh, any other, for example, **possible customer service line for that, uh, for that app or any security regarding that would also be a pretty effective way. And of course not one person, but then dedicate a small team to that as well.**

00:37:44

Interviewer: Okay. No, I think that's, uh, that would, that, that would make sense. Um, now we'll move on to the fourth recommendation. Um, when, uh, privacy policies are updated in fitness apps end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation?

00:38:08

Interviewee: Yeah, I, uh, I would completely agree and, uh, Yeah, I would really completely agree with this recommendation because I believe it does indeed increase the transparency. So it informs you of any changes and, um, yeah, I think it's always just important to do that. Because it is important. Oh, wait. So I'm talking about fitness apps. Yeah I feel if they are not doing this already then it is kind of sneaky that they are not. Because by not doing this, I feel they are not being transparent as they can, sure they can send you an email of all the changes made, but that email gets lost in the inbox more times than not. By actually doing it in the app itself, it can help increase transparency and make end users more aware for sure.

00:39:04

Interviewer: Oh, that's interesting because you are talking about sending the changes via email, do you then think that having an in app overview of the changes made would be better?

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Interviewee: As I mentioned before, I do think that because an email gets lost 9/10 out of the enormous amounts of emails people get.

00:39:36

Interviewer: Hmm interesting interesting.

00:39:39

Interviewee: Yeah and I think most people would agree with me on that.

00:39:42

Interviewer: On what?

00:39:44

Interviewee: What I just said the points before.

00:39:46

Interviewer: Oh sorry, yes I just lost my train of thought, the fact that people get lots of emails and by sending it through the app itself would be better, yes. But do you not think some people would get annoyed if they get an in-app overview?

00:40:00

Interviewee: No, fair enough. Maybe they would, but possibly letting the user have the option of it getting sent to the e-mail or getting a short in-app overview would be better. Letting the user decide uh uh, now that I think about it uh uh would be better.

00:40:22

Interviewer: Ahh that makes sense. I think now um, now we'll move on to the fifth recommendation is that the language of privacy policies should be written in a more easy to understand language. What do you think of this recommendation?

00:40:37

Interviewee: Um, yeah, I think it's, uh, uh, I also agree with this recommendation because it should be, um, you should be able to make, uh, your privacy policies clear for any kind of user that you come across or many nationality or, uh, yeah. Or any culture and, uh, yeah, it should just be a clear for all parties. Any, any parties involved, uh, what they're getting into.

00:41:04

Interviewer: Would it, would it then if they made the most simple, do you think you would then give it a chance to read it or would you still not really pay attention to it?

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Interviewee: No, me personally, I wouldn't still not pay attention to it because like I said, the privacy policies are always just very long and even, yeah. Even if it was just in a bit more

clear language, as long as it's not very compact, uh, then, uh, yeah, I would not really entailed to take my time.

00:41:32

Interviewer: Okay, but for other, okay. So even if they made it more simple, you still wouldn't read it?

00:41:39

Interviewee: Only if it's a, if we're talking about simple as in like simple, like, like word, like maybe, uh, words wise, but, uh, we talking about simple texts. The, with the amount of texts is still, or?

00:41:49

Interviewer: No, just like the language and it takes not necessarily about like the length.

00:41:55

Interviewee: Okay, well then, yeah, maybe if they made it more simple, like for easy to understand then. Yeah, for sure. I would, uh, that would make me more entailed to read it. Yes.

00:42:05

Interviewer: Do you think it would help other similar uses to you read it or not necessarily?

00:42:11

Interviewee: No. For sure. For sure. Because there's also people, uh, that, um, maybe like me that prefer a more simple texts than for example, a video or anything else. Um, but yeah. Um, I would say that it would definitely help.

00:42:27

Interviewer: Okay. Sixth recommendation. Is that a FAQ section should be included on the websites of the developers of fitness apps regarding common questions concerning the privacy implications of using the fitness apps. Um, what do you, what are your thoughts on this recommendation?

00:42:51

Interviewee: Um, yeah, uh, with this one. I feel like every app, I kind of have something like this, a frequently asked questions section on the website, on the website, so that any anyone that's maybe trying to find information out beyond the app either while they're using it or before they do, uh, can just easily get, um, a rough understanding of, uh, um, yeah. Any questions or rough, uh, answers of any other questions they might've had in the back of their head or questions that they didn't even know, they wanted to know, but someone else has



already asked. Um, yeah, it's just easy than having to do your own research. You can kind of just go through what people have said and what the company responds to them.

00:43:31

Interviewer: And would you, would you, by the sounds of it, it says, would you read this section?

00:43:36

Interviewee: Yeah, I, I, uh, uh, I would frequently use, uh, I would read the frequently asked questions section at least once or twice.

00:43:44

Interviewer: Just if you had, like, before, like if you had any queries regarding the privacy?

00:43:49

Interviewee: Yeah. Any, any, any concerns or any questions, anything like that.

00:43:53

Interviewer: Yeah. Okay. Um, and would you do that before, for instance, if you were to contact like the DPO, the data protection officer, would you first look at those questions and then, um, uh, contact a person if they were contactable?

00:44:09

Interviewee: Um, I would, uh, I would say I would, um, both look at that and if I was getting in a situation where I become anything, the DPO, then I would probably also have a proper they'll look through the actual privacy policies themselves, as long as, uh, as well as the frequently asked questions, just to get a proper understanding of what I'd be. Yeah, what exactly I'd be getting into.

00:44:34

Interviewer: No, that, that, that, that, that makes sense. I mean, That's okay. This one, I'm trying to say. Um, the seventh recommendation, um, is that developers of fitness apps should program into their fitness app, a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

00:44:56

Interviewee: Um, I think maybe like a monthly reminder to check the privacy policy isn't necessarily that effective, to be honest, it's just like, Once again, unless there's been any significant changes to their privacy policy, I don't see any other reason why they would need you to continuously keep looking at it. Um, especially because yeah, they, they, they, it's just something that you can read through one time and have to understand everything that is

important to you at least. Um, and, uh, yeah. Uh, unless there is a significant change, I don't see why they would need to send you a reminder to check it over. Unless, maybe you haven't there sure in the app that you haven't even taken a look through it.

00:45:38

Interviewer: But then for instance would like, um, cause like we're humans, like we like to change our mind a bit. I am not trying to sway your idea of course, but maybe like if I were to paint a little picture where. Like a person reads the privacy policy once before using the fitness app or like reads the privacy implications or is aware of it. And then they use it for a month and then like a month later they read again. And I, I actually don't agree with this because they reminded me to check it. Actually, I don't want to use this app anymore, or I want to say something about it. Do you not think in essence it's good or?

00:46:15

Interviewee: In that sense if you put it like that and then of course I can agree that in that specific situation, it would be, it would be more effective.

00:46:23

Interviewer: But then, so maybe not, not have like, cause I could understand if a person would not want, um, a monthly reminder where maybe give the people the option to have, that would actually that,

00:46:33

Interviewee: That would be a good one that she just giving them the option to have the monthly reminder to maybe if they are, if they know that they are someone that often changes their mind and maybe else in the can stick to one. To stick into one app, for example, in this specific situation, then I think it's also good to give them that option to ask for that monthly reminder so that they can check you through again, uh, to make sure that this is actually what they want to do or go, go further with. I am surprised that these recommendations do not take

into account the power of social media. If developers of fitness apps posted information about the privacy implications of using their app, they could also be seen as more transparent

00:46:59

Interviewer: Okay. Um, now that, now that we've sort of talked to other recommendations, like if these were still, like, if these were kind of implemented, would you still take extra precautions with your privacy?

00:47:22

Interviewee: I, I see little reasons for me to not be completely concerned. Because although these recommendations help to increase the transparency of the developers of fitness apps

regarding the privacy of their app, I would carry out extra precautions such as reading reviews from other users about how they experience their privacy on that app. Although now that I say this, I am not completely sure if I would

00:47:59

Interviewer: And would you say in kind of incentivisation, plays like, would you say that plays a little bit of, although the important role in terms of getting people to be more aware of the privacy implications of using the app or like the end users?

00:48:11

Interviewee: Yeah, for sure. Because it's just a bit more of an interactive, fun way of doing it and, um, yeah, it's, it's not as boring as reading through paragraphs and pages.

00:48:19

Interviewer: Yeah, for sure. Um, okay. I think, yeah, no, I'm just thinking if I had. There's anything to check up on, but I think we covered most of, most of it. Um, I would like to say if you have any other, do you have any other questions or queries that you would like to stay to go back upon or like, maybe like you wanted, you miss said something or something like that?

00:48:48

Interviewee: Um, no, everything, everything was very clear to me and, uh, I complete, I, uh, I understand why these, uh, why these things are important privacy policies, you know, with, regarding these apps and the, yeah, it is very interesting to know about, uh, about the, uh, the topic. And, uh just a bit surprised that the developers of fitness apps are not doing these recommendations yet, it still seems a bit sketchy that they are not.

00:49:07

Interviewer: Yeah no, I agree, although I would not know have a specific reason as to why I would think that. Okay. I just want to say, thank you very much for taking part of this study. I just want to reiterate that as stated in the informed consent form which you signed uhm, that if you decide afterward, that you do not want your data to be used in this study, uhm you can contact the e-mail which is at the top of the, informed consent form which you signed. Your data would be then deleted and not used in this uhm, study. You can also contact the e-mail, uhm which is at the top of the informed consent form if you want, um to ask any questions about the study. And, uh, yeah, other than that, um, I would like to issue a very nice day.

00:50:21

Interviewee: Yes, you too. Thank you for your time.

Interview 3 (Martijn)

00:00:02

Interviewer: I just wanted to thank you um for, um, taking part in this interview. I just wanted to re-iterate some important points from the informed consent form which you signed, um. As already stated in the consent form that you signed you don't have to answer any question, if you don't feel like answering any questions. You can stop uh uh, participating at any time of the interview just let me know. Um, if you do feel uncomfortable just let me know, we can stop the interview. Um, you will stay anonymous in my data, so nobody can identify you. The recording of this interview, will be stored safely. Do you have any final questions?

00:00:31

Interviewee: Yes, no problem. Okay. Thank you.

00:00:33

Interviewer: Do you read the privacy policies of the fitness apps that you use?

00:00:34

Interviewee: I do not.

00:00:36

Interviewer: And is there a specific reason for why you do not?

00:00:40

Interviewee: Um, there isn't a specific reason for why I don't. Um, it's just more, that's a little, it's not really something I think about when I download an app. Um, so for that reason, I don't necessarily always look at the the privacy policy, but also, um, I, I don't actually, I don't, they're not really presented in a very approachable format, usually. So usually in the, I guess in the format of a huge document with a lot of text, not necessarily that inviting for a user to read through. So, um, I would say it's combination of those two things. First of all, it's not something I really think about that much, and it's not really presented in a pretty appealing way for users.

00:01:34

Interviewer: And that's not necessarily like just for a fitness app, but it's also for other apps, which you use as well?

00:01:40

Interviewee: Yeah. Well, so, so it's not, it's not just specific to fitness apps, I would say, but, uh, also, I mean the fitness apps that I use, uh, like. Yeah, it's just not something I look at.

00:01:58

Interviewer: Which one, which fitness apps do you use or do you have?

00:02:01

Interviewee: I have the Nike training app mostly when I run, it's mostly running apps. Yeah. But also, uh, like gym specific apps. So, um, I go to basic fit sometimes try to come more often, but a couple of times a week and I used their fitness app.

00:02:28

Interviewer: Uh, do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password.)

00:02:46

Interviewee: Um, I don't actually think I do any of those things. I don't really read up on the company, although I guess maybe it's my, it's my sort of bias in assuming that large scale companies like Nike or like basic fit. I think that's maybe something that I subconsciously, I think is that they would have their privacy regulations sorted out. So in order, um, so maybe that's part of my subconscious reasoning as to why I wouldn't check their privacy regulations. Um, and maybe if it were to be fitness apps from sources that I don't know that much about, you know, For example, like a start-up that I wouldn't ever read about much more before, maybe I would be more cautious, but with the fitness apps that I have, um, that's that's I guess the reason. Can you repeat the question again?

00:03:47

Interviewer: Do you take any extra precautions? So as I said, read up on a more, or come up with a stronger password or.

00:03:57

Interviewee: Yeah. Um, well sometimes when you download apps like this, your phone in itself will give you a notification to say, uh, do you want to share your data, um, with this app? So, uh, although I couldn't tell you off the top of my head, if that was the notification, I go from the basic fit app, for example. But anyway, some, some apps do give you that

notification and then. I noticed in myself that if I do get that notification than I do immediately think about it more than if I didn't, you know, um, cause I think maybe I'm just confronted with it then. Um, and then I would think about it and I don't always, give permission if I get a notification.

00:04:43

Interviewer: But it's only like, I believe a one time thing. It doesn't pop up constantly when you're using it. Right. It's only the first time you got that.

00:04:49

Interviewee: Yeah. It's only it's when you, when you first downloaded it, I can usually, yeah. I guess that would be the only precaution I would take, but then it's not even important.

00:05:00

Interviewer: It's not something you're doing on your own?

00:05:02

Interviewee: Um, no.

00:05:08

Interviewer: Um, now I want to go on the next question. Um, it's how do you perceive the privacy threats of using fitness apps?

00:05:19

Interviewee: Well, I think, I think maybe I'm less worried when it comes to fitness apps than I would be with. Oh, the kinds of apps, because maybe that's just me being naive, but say, say if, if you have, if you're a Facebook user, for example, then you're more. It's more, um, intuitive to be concerned about the privacy, because by the nature of that, being a social media website, you already put a lot of personal, your sort of personal data on there. Things personally about you with a fitness app. My perhaps naive intuition tells me a little I'm really having recorded on this app is well data about, you know, uh, on average, how much do I run three times a week, uh, on the reach that I usually do and how, how much my improving on a week by week basis. And, uh, I'm not, I guess, as concerned about days like that, getting leaked as I would be with Facebook, for example, where data about my personal life or about my friends might be leaked. Well, therefore, maybe this is being naive because maybe through access to this kind of data, if I don't read the privacy regulations clearly enough, maybe it also allows them access to other data, unrelated to the data that directly collecting

saying, um, I don't really know about, I don't really know that. Um, so I suppose I asked you a question. I'm less. I'm not actually as concerned maybe as I shouldn't be. Yeah.

00:07:33

Interviewer: Okay. Because for instance, like, okay, my next questions is, what do you think should be done to kind of solve these threats? So like, so for instance, when it comes to, um, like the data leaking or something, or for instance that there aren't a seeing, uh, the data and it's going to, third parties are knowingly from, uh, the, the, the fitness, uh, from the, from the user. What do you think, like, in your, in your sense, what do you think developers or fitness apps could, uh, could do? So it's for data leak? Like what do you, what could, how could they sort of prevent that from happening?

00:08:07

Interviewee: How to prevent a data leak? Or how they could make me maybe aware is that you mean?

00:08:19

Interviewer: No. So what, so how do I, how do I basically, how do I think, um, you can solve like, uh, basically those privacy threats, um, those, because it's difficult because you didn't really say that you didn't really perceive any private threats to your privacy when you're using it, right?

00:08:38

Interviewee: But it's more because I'm, I'm, maybe I'm just naively unaware of it that maybe if a company went to. Just be more transparent or be more upfront about what the data is that they're actually collecting and what they do about it. And maybe if they just, if they present it in a more approachable way, then that would make me more concerned about it as a user, because I sorta feel like I'm in the dark often when it comes to these kinds of things. But it's more because I'm, I'm, maybe I'm just naively unaware of it that maybe if a company went to. Just be more transparent or be more upfront about what the data is that they're actually collecting and what they do about it. And maybe if they just, if they present it in a more approachable way, then that would make me more concerned about it as a user, because I sorta feel like I'm in the dark often when it comes to these kinds of things. So, uh, a company, if a company wants to, yeah. Just to make the information more easily understandable and approachable, but I don't know how a company would prevent, um, a data leak. If, if that was also something you were asking.

00:09:56

Interviewer: Well, I mean, for instance, you could hire like those people who like hack and get access to this database, you can hire them to make like more like protect the data in a better way. Because most of the time, the reason why they release happens is because the security of the the fitness app or an app in general. Isn't good. So maybe along those lines.

00:10:17

Interviewee: Yeah. Yeah. I mean, that, that sounds reasonable to me, but, uh, But I, I really, I really wouldn't know. I don't have that much understanding of like cyber security and that sort of thing. So I couldn't really come up with a reasonable suggestion.

00:10:34

Interviewer: I think it would kind of, uh, does that make sense? Yeah. I mean, obviously, like I'm not expecting you to be a privacy, uh, uh, about that, but, um, okay. Well, that's actually, that's interesting what you, uh, what you mentioned, what you said there about, uh, transparency, because my next question is, do you believe that developers are fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Uh, why or why not?

00:11:07

Interviewee: Um, I do think companies should be more transparent about it, uh, because I, as I, as I sort of mentioned, um, I think, I think it's easy to be. I think it's easy to be naive. Like I am about apps that you would assume, um, say, say companies or apps. They don't have a stereotype, like say like Facebook does for having issues with cyber security and privacy. Um, so, so that's immediately the kind of thing we think about when we think of privacy and security of data, but of course, even like fitness apps, for example, also collect data continuously and, um, uses generally speaking. And I'm speaking generally, obviously there are exceptions uses, generally speaking. First of all, aren't actually aware of what happens to the data. And I think because they're not aware, they're also people just, um, naturally aren't actually interested, but I think the, the interest maybe stems from the fact that they're not actually aware of it. So if they were more aware of companies were more open to, to their users about what is actually happening to their data, then they will also arise more interest in these kinds of issues. Because as I say, it's not just limited to social media companies.

00:12:50

Interviewer: So, um, would you say then, have you haven't by any chance, have you heard of the privacy paradox?

00:12:57

Interviewee: No



00:12:57

Interviewer: So it's basically, um, if, for instance that you, you portray yourself as privacy conscious, right? Like you care about your privacy. You care about, um, how much data is, uh, the apps or whatever is getting, but you don't, you don't, when there's a privacy policy, you don't read it. Or when there's privacy, something you don't know, you don't act.

00:13:22

Interviewee: Yeah. That probably does very well, very rightly describes how I act around it. But also I think with this, this, this kind of issue, it's very difficult to not be, to not care about it, you know, because intuitively people are going to be uncomfortable with, uh, personal data of this that is sort of. Spread in an uncontrolled seemingly uncontrolled way by companies. Um, so, uh, by their nature, people are interested in this kind of thing, but there's just so many obstacles to actually understanding it. So it's sort of a it's, it's a, there's a, there's a lot of potential for grasping people's interest. If that makes sense.

00:14:19

Interviewer: And then it's just would, you say it's more of a question of maintaining that interest then?

00:14:25

Interviewee: Yeah, definitely. Yeah. Yeah. And raising awareness know about the yeah okay.

00:14:32

Interviewer: Um, well I guess if you have nothing more to add, I can move onto my next question. Um, so if developers have a fitness app added a feature that allowed you to state feedback about how they, could improve the, uh, privacy of their apps, would you, would you use it? Um, why? Why not?

00:15:00

Interviewee: Um, I think I would use it, uh, particularly because if you're a regular user of fitness app, Um, well, the, the, the, the more regularly a user of an app, I think the more inclined you would be to give feedback on that kind of feature. So 'cause, I, I w I'm a relatively regular user of fitness app. Um, well,, the more regular of a user or the user out, the more data is actually processed by the apps. Then the more concerned you would be about the private, the privacy, I guess that's how the thinking would go. So if such an option were available, I would probably make use of it. Yeah

00:15:49

Interviewer: So for instance, that you would state like, improvements about like, um, about the tracking and stuff like that. Um, because, okay. Uh, I'm going to ask two questions. My

first question is would being incentivised to use the feature such as being entered in a raffle to win fitness gear, like incentivise you even more to use the feature? Um, for instance, when you stay at suggestion that they would enter you in a raffle to win a fitness gear or something like that to incentivise people to use it because they may add the feature. And then, um, so many people may use it, but do you think, uh, personally and more broadly, do you think that incentivisation would work?

00:16:28

Interviewee: Incentivisation to use the feature of the app?

00:16:31

Interviewer: Which if they could stay like improvements and feedback to developers of the fitness app.

00:16:37

Interviewee: I mean, I guess, I guess that would work, but I'm not sure how you would incentivise it.

00:16:42

Interviewer: No, but I mean like, so, so, so too, I may be a little bit confusing, but to incentivise the use of the feature. So like for instance, um, you state an improve. So basically what I'm thinking of is like a feature is like on a menu bar and like, you can choose like something. And then one of the things says, uh, suggestions for improvement,, for every, like if they give a suggestion, they could be entered into a raffle or something.

00:17:12

Interviewee: Yeah. I mean, yeah, that would definitely. I think, um, but I wonder how I, how I wonder how prepared companies would be to do something like that. Um, but that's a different question, to be honest.

00:17:22

Interviewer: To be honest, it's just more of like getting people to actually, um to use the feature, right?

00:17:30

Interviewee: That would incentivise me, but I would also feel quite, um, weird about being incentivised by something like that, because it seems to me like such a, um, such a, it seems to me like such an important issue that is so relevant to you and then for a company to be able to it attracts you to use a feature like that only through being able to offer participation in a raffles thing, something weird.

00:17:55

Interviewer: But, um, but as you stated, right, I mean before, like the information is there or like, um, or if it's just a matter of trying to get the attention of the user, right?

00:18:08

Interviewee: Because it would definitely, it would definitely work. but, um, let's just the fact that we have to, that they would have that's that's necessary. It seems a bit. Well, it's unfortunate, but the idea will definitely work, I think. Yeah.

00:18:22

Interviewer: Um, what was my other question? Just joining back, circling back, maybe to the so, Hmm. No. Okay. I'll move on to the next question. So my next question is, uh, more along the lines of incentivisation. Um, which we've already hinted about talking about. Uh, and there's do you think that developers are fitness apps should incentivise users to engage with the information surrounding the privacy implications of using their apps? (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes).

00:19:35

Interviewee: Um, And I, I feel like this is something that can be so easily explained with. Like video clips. Um, whereas you say like a game, uh, I mean, so much more appealing to the average user than large legal document outlining all of the clauses and important points that you have to consider about sharing your data with this app. If you don't replace it, cause obviously a document like that is legally required, but it, um, if you supplement that with, um, well, as you say, like a video or a game, uh, where it's just clear to the average user, who's not even technology literate. So even people that are like 40 years older than me, um, what is actually happening to the data that is extracted from say a running app, uh, where is it going? Who are the third parties receiving that, that sort of thing. Um, and it doesn't even have to be that long of a video. It could be like two minutes, I think. Um, I think that would really help.

00:20:46

Interviewer: For instance. So like, would you say a video would work better than, than a mini game?

00:20:53

Interviewee: I think a video probably would work better than a minigame because it just seems like. I think it's probably more, um, approachable for a larger audience, the video than a

mini game, because I think I feel like a game, like, even, it sounds quite silly to say, but it even presents like gives like an additional obstacle to understanding it because it's like a, I can imagine a lot of users being like, oh, why do I have to, uh, devote my mental inches to playing a game, to understand, to understand this kind of just be fed to me in the morning, like easily understandable.

00:21:29

Interviewer: But then for instance, with the mini game, then it requires them to actively use their brain so they can understand what exactly, what are the privacy implications of using the app. Because, um, that will, because if you just watch a video, right? I mean, you can watch the video and then be like your brain, of course, it's like fully switched on, but with game you're actively, like you actually have to complete things, which will be like, oh, did you? And then the screen would be like popup. Like, did you know about. Like, did you know that when you were running, they're tracking your GPS data and the sharing it with blah, blah, blah. Instead of like saying that in a format, in a video, or would you still say then a video is I'm not trying to push you in that it's not better.

00:22:14

Interviewee: But I think, uh, I think that's perfectly reasonable. Yeah. Um, or maybe you have both options and then you can pick one or the other.

00:22:26

Interviewer: I didn't really think about that, to be honest.

00:22:29

Interviewee: Uh, I think you'll ride it, but I think it also really depends on the person. Maybe.

00:22:33

Interviewer: So then would you, would you think then that if using those , um, so for instance, a video or a mini game, or so as long as it aligns with that, would that be sort of, um, disregarding then the, the older age group who use fitness apps?

00:23:04

Interviewee: I don't think a video would. Okay. That's maybe a game. I don't think a video would. I don't think, I don't think older people are necessarily more inclined to want to read a huge legal document than say people our age are so.

00:23:23

Interviewer: No. That's true. I mean, it would be, uh, easy to do that. Yeah. Okay. Maybe these formats should be made available to maybe they should just be an option.

00:23:59

Interviewee: Yeah. Yeah, because I also, I think younger people, um, I mean, it's becoming a subject that is more widely being circulated in the media and people are slowly starting to become more aware of it. And I really think if you, if a company, if an app did include a video like that, just because of how pervasive it is in sort of this topic is in society now, anything I think people would definitely be happy to, to, to look at that.

00:24:36

Interviewer: No, I think I can move on to my next question. We can move on to the next uh part of the interview. I'm going to explain uh uh briefly what we're going to do, it is quite self-explanatory uh. There have been research institutes that um have suggested recommendations on how um developers of fitness apps could become more transparent in um communicating the privacy implications of using the fitness apps to end users. I will go through each of the seven recommendations um and ask what you think about it. So I will go through them um one by one, and then we'll have a little um conversation about it, about um what you think. Do you have any um questions before I state the first recommendation?

00:25:48

Interviewee: Um no I do not.

00:25:51

Interviewer: Okay. Now, um, the first recommendation is quietly. It's quite apparent because we've already been discussing about it. But, um, it was that developers of fitness apps should create a short video that goes with the written privacy policy, which highlights the most important points. What do you think of this recommendation?

00:26:06

Interviewee: I think it's a great recommendation for the reasons I've already stated.

00:26:13

Interviewer: But to go back for the reasons you already stated, um, what kind of information would you deem necessary to be included in the video?

00:26:21

Interviewee: Uh, so at what data is being gathered, first of all, outside of say the obvious data that's being gathered, that you can actually just track on the app itself because that's obvious, but say data that's less, that is less obvious as being gathered within the app data. That's, being gathered from, if it is, I don't know, from your phone outside of the software of the app itself, is that if that's happening, where is the data going? Like who is receiving it? Is it just the company itself that's receiving it or are they are other, any third parties receiving it? Um, what is the risk of the data being leaked to a party not included in. The parties just mentioned

receiving it. Um, so that's five things. Um, maybe, uh, I think those are probably the most important things. Yeah.

00:27:29

Interviewer: Um, because it wouldn't, would you think that they should include all the information included in the privacy policy of the fitness app in the video, or just brief highlights of the most important uh, things which, uh, or data which they are taking out or stuff like that?

00:27:48

Interviewee:

Um, Uh, I don't really know, to be honest. Uh, because I, I don't actually know everything that is included in such a document, so I couldn't be, I couldn't really tell you, um, okay. They should include all of that information or part of it.

00:28:11

Interviewer: But I mean, you could, for instance, say the most important parts of?

00:28:15

Interviewee: Yeah, I think, I think the most essential parts, but it's quite difficult for me to say what the most essential parts are.

00:28:21

Interviewer: Yeah, I know, but I mean, just like we, of course we could go into, into depth about it, but, um, yeah, but in the most, um, Would you now just one last question is just getting into the specifics. Would, would, would you think it would be better for it to be in an animation kind of style of a video or for instance like me, like talking with someone, talking to a camera or how would you recommend them to do an animation?

00:28:56

Interviewee: Well, uh, I think. I think, I think what I, how I picture it is, is an animation. Um, also maybe like presented in a metaphorical way. So like, I dunno, like there, there are, uh, like different shapes that represents different kinds of information, for example, and then a narrator. Uh, providing explanation for what you see on the screen. Um, because that was, oh, because people take on information in different ways. And if you just have someone who was just speaking to a camera, that's when you really one form of transmitting the information. And if you try to do it across multiple different ways, like. With imagery, but also with someone speaking. So they need a lot of verbal learning and also image based learning in, in one format set. And I think it would just cover more ground if you did it in that way. Yeah.

00:30:01

Interviewer: Okay, well, that makes, that makes sense. Um, uh, I think we've talked a lot about the whole video aspects. We're now going to focus on the second recommendation. Um, so the second recommendation was that, uh, developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. What do you think of this recommendation?

00:30:28

Interviewee: I agree with that

00:30:32

Interviewer: Because out of a study that was done, uh, they found out that not every like the studied, I think three fitness up three or four fitness apps. I think they did that. Um, not, uh, not every. Not every fitness apps were explicit in stating who the third parties was. Now. I just want to ask. So you said it was a good recommendation, correct?

00:30:54

Interviewee: Ye

00:30:55

Interviewer: And why is it for you important that, um, that these third parties are known?

00:31:05

Interviewee: Why is it important to me to know that, um, Well, uh, I think, I think if you, if you just translate something like this to, um, to say the non-digital realm, just to give an example, right, you wouldn't be happy with information about yourself, personal information, uh, if it's in a non-digital format being. Circulated to say, people or parties that you have no knowledge about. And just because of the fact that it's done digitally, it's immediately less, easy to monitor where that data is happening. And it's. There should be no distinction, really between data that's personal to you being transmitted digitally and the, uh, data that the personal to you being transmitted, being transmitted physically. It's just, when it's done physically, it's more obvious to you and it's more confronting and there should be no difference between the two. Um, just because one is digital and is it's less easy to keep track of it then it's, it's, uh, it's more easy for it to spread. Um, so. That's that's the reason I would give cause in my normal day-to-day life, I wouldn't be comfortable with it. So why should I be comfortable with it in a, like a digital setting, you know?

00:32:42

Interviewer: Um, since it's would a, like a particular third-party. Um, like if, if an say specific, specific third party, would that then turn you off from, um, using that? For instance, I'm not

asking you to name any companies, which you would want to share your data with a third party wise, but if there was a specific company that you didn't want to.

00:33:08

Interviewee: Well, it might turn me off, but that's the point. Like it's a. Um, I should be able to, I should be able to make an informed decision about whether or not I want to use the app and, um, included within that decision should be information about where the data is going. And if I didn't like where the data is going, then I should be able to choose not to use the app and maybe choose a, maybe download the app of the competitive fitness company, because they're more, um, Because I prefer where the data is going, saying. Yeah.

00:33:48

Interviewer: Um, so the third recommendation is that developers of fitness apps in the privacy policies. So in the written privacy policies of the fitness apps should have the contact details of their data protection officer included. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. What do you think of this recommendation?

00:34:36

Interviewee: Um, yeah, I don't see any problem with us. It seems like a good idea to me.

00:34:53

Interviewer: Would you, do you think, would you see yourself using it, like honestly, because of what you described earlier?

00:35:01

Interviewee: Honestly, I probably wouldn't. I mean, if I, if I like really, honestly, in my day to day use of an app like that, if I, if I find it, if I had to get to the point where I felt like I had to contact the data per, um, Contextual data protection officer. Then I probably would just look for another app if that makes sense.

00:35:23

Interviewer: But, but even it's not necessarily like, but not all apps would have this, so to speak if in that sense. So isn't them having one already showing that they care about people's privacy.

00:35:38

Interviewee: Yeah, I think, I think it's, it's a, it's a, it's a good gesture, but personally I probably wouldn't go through. The, um, effort, time to contact a person like that. I would probably just not use the app look for another app. If I, if I was say concerned enough about



the data that I felt like I have to talk to someone right. Then I would probably not even bother using the app, but that's just like how I approach these kinds of things. I think, I think in general, it's a good idea. And I think there would be other people who would be more interested in using a service like that and would actually take the time out of their day to do it. But personally I wouldn't.

00:36:20

Interviewer: Um, yeah, because out of, as I said, uh, research, which was done, uh, not all, uh, privacy, uh, policies had the contact detail and it's, I think it would make sense. It would show them as being more transparent. Effective. The fourth recommendation is that when the privacy policies are updated, uh, in fitness apps and users, end users should get push notifications to notify them that there has been a change and give them a short app overview of the changes made. What do you think of this recommendation?

00:37:49

Interviewee: Yeah I agree with it. Well, um, yes. And I feel like if they, uh, maybe if it's significant enough, they should also include an explanatory video, just like. They would have done had you just downloaded the app and you were trying to understand what the privacy policies of that app for.

00:38:09

Interviewer: So a short in-app overview of the changes made and also the video?

00:38:18

Interviewee: But then I did say if a significant enough, and I wouldn't know what changes would qualify as being significant enough to warrant a video, but yeah, in general, that's what I would say.

00:38:47

Interviewer: I think we can move on to, uh, the fifth recommendation. Um, so the fifth recommendation is that the language of privacy policies should be written in a more easy to understand language. What do you think of this recommendation?

00:39:06

Interviewee: Um, more easy to understand language. Uh well, I don't really know. I'm quite weird about that because I, I feel like maybe if they simplified the language, they might also, um, simplify the content. Um, and maybe actually by simplifying it, making it less clear what is actually happening, uh, I mean, obviously like within reason. Um, more easy to understand

language. Uh, well, I don't really know. I I'm quite weird about that because I, I feel like maybe if they simplified the language, they might also, um, simplify the content. Um, and maybe actually by simplifying it, making it less clear what is actually happening, uh, I mean, obviously like within reason. So you shouldn't include like so much technical cybersecurity, specific jargon that is basically illegible for any normal person to understand. But, um, yeah, so, so I think, not necessarily, I don't think, I don't think that's necessarily always a. Sound recommendation, but then I also find it quite difficult to answer because I don't know what the actual, uh, like difficulty of the languages that is currently used in, um, like, like a document like that to, you know, um, But as a general recommendation, I'd probably disagree because I often find that if language is simplified, it makes things less clear rather than more clear, just from my personal experience, but that might differ for different people.

00:40:28

Interviewer: Yeah. Okay. And do you, so then do you think by your explanation that if they were to use more simple language than it is now. Uh, tell you that the, there have been studies done, which have criticized the technical language of the privacy policies. Um, but would you say that simplifying, it would also make it you'd lose more of its meaning?

00:40:56

Interviewee: I think that's possible. Yeah. That, uh, I think that, yeah, I mean, yeah, it's just very like personal to it to every individual rights. I mean, like for me, um, I maybe, maybe just in general for maybe more educated people that this might be the case. But maybe. So I'm just talking too about it from my perspective. Maybe if you look at it from a sort of population-based perspective, then it might be better to make it more simplistic. So I can imagine that that's probably why there's studies reported that.

00:41:31

Interviewer: Um, oh, that's a good point that you bring up. That's not the thought it could lose a bit of its meaning if it were to be too simplified, so to speak. So, um, the sixth recommendation is that a FAQ section should be included on the websites of the developers of fitness apps regarding common questions regarding the privacy implications of using their fitness apps. What do you think of this recommendation?

00:42:25

Interviewee: I like that recommendation because I often use FAQ pages. Uh, I think they're really useful, to be honest. I think those things are really useful because often they also, I mean, they literally formulated as you would approach the problem. Like, as you approached the problem. In the form of questions and then they just present them to you and then they

give as comprehensive an answer. And it just makes it more clear to understand that often I think. **But you would have to create a stylish FAQ page to engage people** Yeah.

00:43:08

Interviewer: But for instance, now tying into the, like the DPO, what if the FAQ section stated, oh, for more information, contact DPO, would you then be like, oh, I'm using another fitness app then?

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Interviewee: Oh, well now I have to be consistent denying it. So yeah, probably. Yeah.

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Interviewer: I mean, you could change your mind. I mean,

00:43:41

Interviewee: I'm just thinking about what's the most realistic, like how realistically would I, would I contact someone like that?

00:43:49

Interviewer: But it's not necessarily that you would contact them constantly. It would just literally be for one concern or question that you may have.

00:43:56

Interviewee: Well, I think, I think, I think it's, it's, it's, um, I think it's good to include something like that just in case, you know, uh, it just gives you that extra level of security and assurance, and also just sends a message that the company really does care about this problem, and that if you wanted to, there is always someone you can talk too. Right. Right. Um, so I think from the perspective of a recommendation to a company, yes, it's good. Um, so in fact, it's not really relevant if I would, I personally would do it, um, in terms of the recommendation at this level. Yeah. It's a good idea. Yeah.

00:44:42

Interviewer: That's an interesting thought process you have got going on, I can see where you are coming from. I personally think this is a good recommendation as well, as I use the FAQ section of a company quite a bit as well. I am not sure as to weather other people would use it but as you stated you would not, which is completely fine. I do not think I have anything else to state. So, um, I guess that brings us to, uh, the seventh recommendation is that um developers of fitness apps should program into that fitness app, a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

00:45:47

Interviewee: I guess to say in a relatively undiplomatic way, um, personally, I'm like. This is difficult because inherently it's a good thing. Right? I agree. That's that's cause it's an important issue. Um, Yes, we should. You should remind to people about it. Um, and yeah, the frequency about the reminder, I mean, a month, it seems like quite a lot, but that's, that's not really the point. And he should, should you remind people about this issue on the frequent basis inherently? Yes. Um, on the other. I mean, I get bombarded by so many useless things on my phone, like notifications, but daily basis, which most of which I ignore, um, and to have to like seek through the sort of ocean of notifications I get, it's quite likely that, uh, I would probably not even look at a notification like that. Um, but again, that's. More my problem than it is the companies. I think it shows that the company is doing as much as they can to raise awareness about the issue. So from that perspective, I think it's a good thing, but, um, I don't know. I don't know how much, how much trust I have in the consumer, IE, myself to actually, um. Look into this, if it were, um, reminded if it was given as a, as a reminder on a monthly basis because of how much stuff I get bombarded by, by my phone. If that is that, does that make sense?

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Interviewer: That makes sense. That makes sense. You're in constant. You're putting out. No, because it's, um, it putting like a lot of responsibility again in the consumer's hand and the end user's hands. And then you're saving that, put them by maybe putting that responsibility, like for them to check it. Not many people will, although the company is doing their best.

00:47:46

Interviewee: I mean, most of these recommendations are a beginning at making developers of fitness become more transparent when it comes to privacy but I mean at a certain point, there's only so much that if the consumer is not interested in it. The responsibility is a bit on the user in a sense as well to pay attention to the information regarding privacy. There's only so much that a company can do, you know, as long as they're being as transparent as possible, from their perspective, they can say, well, you know, at least we tried.

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Interviewer: And, um, well maybe for instance, like I say, like a monthly basis, allowing like users to like maybe choose how many times. Oh, yeah. In a week or in a month or in a year that the application would, uh, that the notification would pop up?

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Interviewee: I think, I think that's fair because I think the less frequent you get a notification, the more unusual it looks as you sort of like glare at your phone as it starts vibrating. And

you're like, there's this like the thousands of email I've gotten from this spam site, which I hate getting. And I delete all of the emails from that. If it's a notification, which is, it looks kind of unusual with a weird, with an icon you don't necessarily recognize, you might be like, oh, what's this and that. It's not Uber eats, trying to rip you off with some 30 pound 30% discount that you a. That doesn't give you work anyway.

00:48:56

Interviewer: What do you think overall, these recommendations of, um, do you think they it's a way forward, um, for companies to actually be more transparent overall?

00:49:18

Interviewee: I think it's a way forward. Most of these recommendations are a good beginning in helping developers of fitness apps become more transparent when it comes to letting people know the privacy implications of using their fitness apps. I think I agreed with six out of seven of them, right?

00:49:26

Interviewer: Yeah. I think the DPO one was the one you didn't.

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Interviewee: Also the simplistic language one.

00:49:33

Interviewer: Um, but would you still, even if these, for instance, just these recommendations were to take place or inaction, do you, do you, would you still take your own like sort of privacy precautions such as doing your own research or coming up with a strong password or something?

00:49:54

Interviewee: Yeah, probably I probably would still look into if these recommendations were implemented. For instance I would do those things you mention such as create a strong password and doing my own research about the privacy of the fitness app, by looking into the history of the developer of the fitness app and seeing if they have a history of privacy issues. The reason being is that I do not want to go naively into using a fitness app, I want to do my research and I would actually think I would do this. Now I think about it, these recommendations are good for increasing the transparency level, but I think I would need to be incentivised in order to pay attention to privacy information of the app, through a raffle or something.

00:50:24

Interviewer: I think that's all. Unless would you have any other questions or queries about the study or about anything or you want to go back and say something that, that you thought you missed it or anything?

00:50:36

Interviewee: I think, uh, I have exhausted my knowledge of this topic as I can.

00:50:45

Interviewer: I just want to say, thank you very much for taking part of this study. I just want to reiterate that as stated in the informed consent form which you signed, that if you decide afterward um, that you do not want your data to be used in this study, you can um contact the e-mail which is at the top of the, um informed consent form which you signed. Your data would be then um deleted and not used in this, um study. You can also contact the um e-mail, which is at the top of the informed consent um form if you want, to ask any questions about the study.

00:51:43

Interviewee: It was a pleasure. Thank you.

## Interview 4 (Esther)

00:00:01

Interviewer: I just wanted to thank you taking part in this interview. I just wanted to re-iterate some um, important points from the informed consent form which you signed. As already stated in the consent form that you signed you don't have to answer any question um, uhh if you don't feel like answering any questions. You can stop participating at any time of the interview uh, uh just let me know. If you do feel uncomfortable just let me know, uh, um we can stop the interview. Uhh, you will stay anonymous in my data, so nobody can identify you. The recording of this interview, will be stored safely. Do you have any final questions?

00:00:28

Interviewee; No, I think it's pretty, pretty clear what I have to do.

00:00:31

Interviewer: So, um, so my first question is, uh, do you read the privacy policies of the fitness apps or app that you use?

00:00:42

Interviewee: Uh, I think in general, I do not. And, um, yeah, usually because the privacy statements are too long, so, um, every time you sign up. You would have to read through a whole essay of, uh, of your privacy policies. And, uh, it takes way too much time for, uh, for a normal user like me.

00:01:08

Interviewer: And so you say like it takes, um, yeah. Okay. No, that makes sense. That was actually going to be my next, uh, my next question. Why, but you beat me to it. Um, Uh, I guess my next question is, um, do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password)

00:01:29

Interviewee: Um, I think in general, I don't, I don't share it on my, on my social media. Um, But I do use the fitness apps just for myself mainly I don't use the fitness apps to, uh, to publish to other people because I'm scared, um, that this information can, can leak out to two people and they know my whereabouts. Um, I say that specifically because, uh, I've seen other people do it. So friends of mine on Facebook that shared their, uh, 15 kilometer run or something. The funny thing is that you can quickly see where they are, uh, where the GPS location is. So that's a bit scary for me. And, um, I tried to stay away from sharing it publicly.

00:02:14

Interviewer: And, um, do you, for instance, do you come up with a, a stronger password to help protect your account?

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Interviewee: Um, yeah, so I have a. Uh, a password manager that usually builds my password. So I don't actually know what my password is. Um, um, yeah, that's, I think the most secure way, um, that I can secure these, uh, these fitness apps.

00:02:43

Interviewer: Um, and also another, like a way of the I've read of sort of making more aware of privacy or for instance, the developer fitness app is that some people do research beforehand before using, or even installing the app to you, perhaps look into, have you, did you look into the company before you, uh, the developer before you started using the fitness app?

00:03:11

Interviewee: Um, I didn't, I didn't look into who made the app. No. Um, I think it's just, I, the way I found this app is just through the Google play store and I just searched up fitness and I got to the app. So, um, I didn't do too much, too much thinking before. And about the privacy.

00:03:33

Interviewer: And what fitness app do you actually use? If I may ask, is it Nike? Strava?

00:03:38

Interviewee: It's the, um, he has, my fitness pal.

00:03:47

Interviewer: Cause, um, did you hear about, they had a privacy, like data leak, like think a couple years ago, four years ago, you hear about that?

00:03:56

Interviewee: I did not know. And I am worried now.

00:03:59



Interviewer: Yeah, no, it's scary. Cause, um, I'll just, cause I did some research about it. I'll briefly say what it's about. So, um, basically, I mean the, they had the. Basically data got leaked of like, I think 150 million users. And it was basically because like nowadays, right, like companies are getting found out if they're like security for like people's data is like weak. And so they actually, um, yeah, they got targeted and they got hacked and they basically alerted people to of course change the passwords immediately and they let people know. And, uh, it found out like, I think like a year later or something that at the time. They were selling. People were actually, the hackers were selling like the use of data from the data hack on the dark web for like \$20,000. I think.

00:04:56

Interviewee: That's pretty worrying.

00:05:01

Interviewer: It's quite scary when it comes to, uh, when it comes to things like that. And, um, I was wondering like on the basis of what I just told you, do you think that maybe like to fill uppers or fitness apps should hire like, um, not hackers, but like people good with like security and tech, maybe even hackers to help protect, uh, user data?

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Interviewee: Yeah, I think so because these, uh, the fitness apps have quite, quite a lot of information about you, um, specifically the location, which I'm quite, uh, quite scared about if, if a random person knows your, your location. But, um, um, I think that the developer is they should be in charge of making sure that it's a relatively safe. Um, and secure, but I also understand that that of course requires more, more money to be able to, to do that. So, um, yeah. I also understand that they didn't do it.

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Interviewer: I mean, do you think they should?

00:06:11

Interviewee: I think they should. Of course. I think anyone, anyone that shares or it has a, any company that has, um, The username and password and personal information on the person should be making sure that that information stays with them. Yeah. Yeah. And mainly because, yeah, mainly because it's, it's, uh, yeah, it's personal information for everybody. And anyone could use that information with, with mal-intent and, uh, Yeah. It's scary knowing random people, having your information, uh, online.

00:06:53

Interviewer: Yeah, because of like, for instance, in this case, Under Armour actually sold. Cause it was first owned my finished power, I think, by under armour. And then they sold it to like this other, I dunno, this like private company, but I mean, you could see that probably from the bad publicity they got, they didn't want to be associated with that anymore. So then in that sense you could see how important privacy, I think actually is it going to play the role, you know? Okay.

00:07:22

Interviewee: Did this also happen to different apps?

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Interviewer: So another case, which, um, something similar that what you touched upon actually about knowing where, um, like people are running. So another case, which, um, something similar that what you touched upon actually about knowing where, um, like people are running. Uh, and I think in 2018, Strava has a kind of a. Uh, like a leak, but it was because, like, for instance, us military personnel, because you can use the app to RUN. So it's like, they, they use it to like run a track around through GPS, but then I think someone got through to like the heat map where you could see, like, you can see users. We users were running and then like they could see, like for instance, that U S military base is like the shape of the military base. Um, and that, I mean, that's obviously a big no-no. They also had to like, um, beef up their security, I think. And then, um, Uh, reassure users that there, that it was, uh, that the privacy was, uh, updating their privacy and such, but just another case. So that being scary, you know, about like how data really in a sense is not really ever safe. So, um, there was another, uh, another example, but, uh, I'll ask you the next question. Which is kind of already, what we've been talking about is how do you perceive the privacy threats of using fitness apps?

00:08:56

Interviewee: Um, how do I perceive them?

00:09:00:

Interviewer: Well, we were just describing about like the data leaks or like someone knowing where you are.

00:09:06

Interviewee: Yeah. I think for myself, it's probably not, um, yeah. For myself, it's probably not that big of a deal because I feel like if my information on it gets out there, it's, it's, um, it's undesirable, but it's, I'll be able to deal with it, like change my password. Um, but what you said about like the, the military base, I mean, that, that sounds pretty, uh, pretty important for.

Yeah, for four enemy countries with that information that shouldn't be out there. Um, but what you said about like the, the military base, I mean, that, that sounds pretty, uh, pretty important for. Yeah, for four enemy countries with that information that shouldn't be out there actually. Um, so I do perceive the, the privacy threat to be, um, the important part to, to this fitness apps. Yeah.

00:09:56

Interviewer: Yeah, but you said not necessarily that you worry about it, for instance, when you're using it or?

00:10:01

Interviewee: Um, well, I don't think about it when I use it, because I, I tend to just believe in the fitness app to do the right thing. Um, or to, to not be hacked, but yeah, I was, I was not as aware of, of how much these fitness apps were being, uh, being used by, by hackers actually to get information from people now.

00:10:24

Interviewer: Because that's also interesting. Cause you said like that your information will be undesirable, but what do you mean by that?

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Interviewee: Um, well I think for my information. Would not be interesting for a hacker, uh, I assume because there's not that much to gain. Um, the only thing that I find scary for myself is if a. You know, if a murderer were able to find that information and there was someone was looking for me specifically, but if I was a person in power or a person that kind of meant something to society, uh, yeah, it means it means more.

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Interviewer: Okay. But like, okay, now that the. That makes sense.

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Interviewee: Like, I don't necessarily have that much to hide in my, uh, like they wouldn't be able to get that much out of me other than my, um, my password, but I use a different password on each account. So for me personally, it's not that big of a yeah.

00:11:29

Interviewer: But by having access to your password, they could find cause, um, do you track your routes when running?

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Interviewee: Um, I do.

00:11:38

Interviewer: But then, then they have access to that. So then they could see, oh, he runs frequently in, I'm not sure where you, where you live or when you do your runs, but I'm not sure if that's far away from where you live. But for instance, if it's, if it's around, like if it's near where you live, they're like, oh, and they see consistently, they're like, oh, so-and-so lives here.

00:11:56

Interviewee: Right, But it's a thing with that is that I imagine that when they hack one of these databases that they are. To see mine, my location, but then also at the same time, millions of other users there locate, or a hundreds of thousands of different people's locations, um, I wouldn't be too scared that they would pick me out of that list to go find me or, um, yeah.

00:12:24

Interviewer: Okay. But I mean, just so like not to freak you, but I mean, they don't probably, I don't think they. I'm not, I think it's probably choose by random. I don't think they go by people's names and then be like, oh, I want to, yeah.

00:12:36

Interviewee: It's the one in the 500,000 chance that you get picked out of that one.

00:12:43

Interviewer: Yeah, that's true. Um, okay, so I'll move on to the next question. Um, so my next question is, well, I mean, I was going to be, what do you think should be done to solve these threats?

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Interviewee: Um, well probably since we are talking about data leaks, in that context maybe to employ some ethical hackers into their, into their company, uh, that would try to. Try to get the information so that they find out where, uh, where the gaps are or where bugs are in the, in the, in the fitness app. Um, so that they they're able to patch these these problems.

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Interviewer: Would you give it like a high priority or low priority in a sense where like with the division be like, would you hire a lot of ethical, ethical hackers or two something like, keep it small?

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Interviewee: Um, I think it's a, it's probably one of the bigger priorities. Um, it's probably a big, it's a big priority for the company because the information is quite. It can be damaging for people. So, uh, and people sign up to the app expecting privacy, so they kind of have to insure it.

00:14:25

Interviewer: No, no, that makes sense. I mean, I fully, I fully agree with that. I think, I think especially developers of fitness apps should look into this more. Um, Okay. Uh, next question. Um, do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why or why not?

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Interviewee: But could you repeat that question please?

00:15:01

Interviewer: So do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why or why not?

00:15:13

Interviewee: Yeah, I think they should. Um, they should probably let the, they should let the user know which type of, uh, personal information they have. So, first of all, the user can, can look at their own data. That would be leaked. Let's say if it gets leaked. **Maybe if the company of the fitness app portrayed the information via a different channel such as maybe social media, that could help them become more transparent as well.**

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Interviewer: Cause you said like the privacy policy is a long document or it's like difficult to read. Would you perhaps maybe in a different format or something. Would you see them as more transparent?

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Interviewee: I think if they could run it down into a couple of bullet points, it would be very helpful because often those, those privacy policies they're also made to be quite ambiguous. Um, yeah. And I think most people don't read the privacy policies, so. That is, that is for sure like a problem, but that's not. Yeah. That's in general privacy policies, I think.

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Interviewer: No, that's correct. Out of, uh, research, which I, uh, which I looked at, um, It stated like on average, I think, um, this was just on fitness apps on average, it took like 15 to 20 minutes to read one and most people own like two. And so of course, no, one's going to spend 40 minutes reading an app and the privacy plus fitness app before tightening. I mean, there always going to be some people, but I mean, most people, um, I would assume not. Yeah. I guess a fair assumption. Uh, Then I will move on to my next question. Yeah. And as

well, like, feel free if you can't like, it's like, as you said, like repeat the question. Cause these are quite wordy. So if you, if you need a, just a repetition, just let me know. So if developers have a fitness app added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps, would you use it? Uh, why or uh, why not? So, do you understand what I mean?

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Interviewee: Yeah. So if they would add, add something to the app that you can, uh, give feedback to improve the privacy, Um, what I use it, um, I think it's, it's very, yeah. I feel like, uh, The people it's not really necessarily like the people's, um, people using the app that users it's not their um.

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Interviewer: Do you use it though? Like would you, would you see yourself giving a suggestion in the feature?

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Interviewee: I'm questioning? If I would, I don't think I would know that.

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Interviewer: And why, and why wouldn't you?

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Interviewee: Um, probably because it would take too much time as well. It's um, however, depending on the situation, if I'm recently um, told about like privacy issues in these apps, then I would probably do something about it, but if I just out of the blue got asked, um, do you want, or how can we improve our privacy? I wouldn't, I would probably just click the X away from it.

00:19:05

Interviewer: Now, like, just follow up on that, that leads nicely into the next question is, Would being incentivised to use the feature such as being entered in a raffle to win fitness gear make you use it?

00:19:30

Interviewee: Um, I think so. That's that's one way of being able to do it. Um, I think another way would also be what I just said. Uh, letting people know that privacy is very important and then asking them for it. Um, yeah, just, just making sure that when someone gets that popup to ask for feedback that beforehand there. Uh, shown like, you know, why, why it's important for them to give feedback.

00:20:05

Interviewer: But do you think it's just like incentivisation would help sort of like, um, help people who are on the fence who are thinking about giving feedback to do it? Like, would you stay that, that would be like you, for instance?

00:20:20

Interviewee: **Yeah, I think so. I do think so.** But it could also, the issue with that is that it could be people that just click through and give a quick feedback without thinking about it, to then just get into the raffle where you want the feedback to be. Um, Yeah. Good feedback. Like genuine.

00:20:42

Interviewer: No, that makes sense. But I mean, I think like it would, there would be more like, there'll be more nuanced, like, um, rules and stuff about like the raffle and like how good your suggestion is because of course they got where they want to just type in like a one word, like better or something. Cause maybe that's not really suggestion now isn't that on help. But um, but like an incentivisation to like maybe do something like that. Right? I mean the, I, the whole thing, the basic idea is like, Um, the incentivisation is good, but it's just like, of course there are nuances where, um, which could be looked at to further sort of stop as you say, the disingenuous responses from happening.

00:21:18

Interviewee: Yeah. I think that's also, that's also a good way to have some clear guidelines to be able to join it. The raffle.

00:21:26

Interviewer: Yeah, no, obviously there'll be like terms and conditions and like, things like that. And, uh, and yeah. Um, Now talking about incentivisation. My next question uh, has to do about that. Um, so do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy implications of using their fitness apps? (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes)

00:22:19

Interviewee: Yeah, I think. I think in general, people are not really aware of their, of their privacy in these apps. So anything that can increase just the knowledge in how, how important privacy is nowadays. Um

00:22:37

Interviewer: Would you categorize yourself under those people who don't know a lot about being privacy aware of fitness apps?

00:22:43

Interviewee: Um, yeah, I think I'm, I'm not too, uh, Um, when I'm using them in day-to-day life, but mainly because of the reason that it's, it takes so much time, uh, so incentivizing through many games or some, some other form of, um, that's more intriguing, um, would be good.

00:23:07

Interviewer: Yup. Would that would, would a mini game, um, Helped you to better understand you think, or do you think there are other like formats which, um, would be better suited in communicating? I mean, it's like, I mean, I'm not sure if you're, if you like gaming or you like what you series better. I mean, everyone has their own like, um, things which they pay more attention to. Right. But I'm just thinking more interactive.

00:23:44

Interviewee: Yeah. I mean, even like a, like an advertisement just about privacy and how important privacy is online might also be, uh, just as effective as a mini game because mini games quite take quite a lot of time. Um, to go through the mini game. It's it's yeah, it's, it's questionable how much you can learn from, from a game forum. Um, are there the, for sure, more, more focused on privacy online.

00:24:15

Interviewer: And I would be like, of course, like, as, as I just stated, like, it would be more like, of course with the maybe game, then it wouldn't be that long of a mini game and then like the nuances and stuff, but just like the overall idea of having one. And then, um, implementing that with, with suit, uh, I assume would make you more aware, I think. And then, um, implementing that with, with suit, uh, I assume would make you more aware, I think. And then other users possibly as well.

00:24:36

Interviewee: Yep. Yep. I agree.

00:24:41

Interviewer: Um, now we'll get onto, uh, . We can move on to the next part of the uh interview. I'm going to explain uh um briefly what we're going to do, it is quite um self-explanatory uh. There have been research institutes that have um suggested recommendations



on how developers of fitness apps could become more um transparent in communicating the um privacy implications of using the fitness apps to um end users. I will go through each of the seven recommendations and ask what you think about it. Um, so I will go through them um one by one, and then we'll have a little conversation about it, about what you um think. Do you have any questions before I state the first recommendation?

00:25:42

Interviewee: Yep.

00:25:43

Interviewer: So I'll start with the first one. Uh, the first one is, uh, is that developers of fitness apps should create a short video that goes with a written privacy policy, which highlights the most important points. What do you think of this recommendation?

00:26:05

Interviewee: Um, so I think that making me making a short video would be. Probably like a very good solution to, um, um, to the issue that people don't read, their privacy, the privacy policy, so they can get a quick rundown. And I think people are more engaged when watching videos, uh, than having to read a long essay. Um, the issue with the video is though what I can imagine is that, um, There's no legal binding. There's nothing legally binding with that video. So it would just be informative and not, uh, and just, just give like a quick summary of, um, of the points, but the privacy policy would still exist. And there, we also have issues with like, uh, The app able to choose what they tell the user about privacy. Right? So there's many implications with, with making a video that just summarizes it.

00:27:18

Interviewer: But then it would be accompanying a written privacy policy because then it would just be the video and then the written, um, privacy policy, because I mean, it would just be a way of letting them know, okay, these are the main points. If you want to read further, like you have to read it and it's not, I think, I don't think really it's like the responsibilities on the users. Right. Because then the developers can only do so much.

00:27:44

Interviewee: Yeah, I think it will. I do. Okay. Then that case, I do think it's, uh, um, it's a good solution. And the, I guess the privacy policy, the written version is the final say. And then just informing the users, which has always, I think is always great.

00:28:07

Interviewer: It will be like a little like, um, yeah, just more of an introduction. Like, Hey, this is it. And then they'll be like, if you really want to know more, please, like, I mean, they have to read it anyway before. I mean, they use the apps. Um, I had, uh, one other question about it we'd like, um, would, would you think, uh, an animation style video or a talking salvage audio would work better?

00:28:42

Interviewee: Um, I think so being like a human person or an animation, um, probably it probably would not matter. I think there would be both. Maybe it's a little bit clearer if you make an animation out of it.

00:29:08

Interviewer: What, what for yourself will be more engaging than animation or a person talking?

00:29:13

Interviewee: An animation.

00:29:15

Interviewer: And for what reason?

00:29:17

Interviewee: Because you can draw out things more clearly in an animation. So when you have a video of a person saying something and walking around in a real environment, it's, it can be quite limiting for the animation. You can draw. Your house, your track that you walked that day, or you ran that day? Uh, you can draw on one screen, also the phone, you as a person, they can all be drawn on the screen to make it clear, uh, concise video.

00:29:45

Interviewer: Okay. No, that, uh, that makes, uh, that makes a lot of sense. Uh, I'll now move on to the second recommendation. Um, so the second recommendation, uh, is that developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. Um, what do you think of this recommendation?

00:30:10

Interviewee: Um, yeah, I think they should.

00:30:22

Interviewer: why, why would you say they should?

00:30:25

Interviewee: Um, because they're the people's pry or private information is being shared to, to these 3rd party apps. Um, you don't know what they're doing with the information. Um, so it

should be quite, quite easy for the user to be able to see like, my information is going there. Um, like where my information is stored exactly.

00:30:59

Interviewer: And would you say, like for instance, if they were to be more explicit with. What w what would sharing, um, like for instance, a fitness app you use, if they shared it with a certain third party, would that make you stop using it? For instance?

00:31:13

Interviewee: Um, I think if, if the, the app that's there that they're sharing it with is, um, is known to be a little bit, uh, malicious with. The data then I would probably stop using the app and look for another app. Yeah. Okay. However, I think the best, the best system would be that they can actively turn off or turn on which apps are being shared, where your information is being shared to.

00:31:47

Interviewer: Okay. Okay. No, that makes a, that makes sense. Do you have anything else to add or can we move on to the next one?

00:31:54

Interviewee: We can move on to the next one.

00:31:56

Interviewer: Okay. So now it is, um, going to talk about the third recommendation, which is that developers are fitness apps in the privacy policies of. Wait, but developers are fitness apps and the privacy policies of their fitness apps should have the contact details of their data protection officer included. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. Um, I was wondering, what do you think of this recommendation?

00:32:58

Interviewee: So, let me get this straight. The data protection officer is they're not being used, right?

00:33:05

Interviewer: No, the contact, I mean, in the sense that, um, The, the contact details isn't included for some, for some fitness apps, they do have their data protection officer like contact details and some they don't. So I'm not sure if they have one or not, and then not including it, but here's basically implying that you should have one number. They, their contact details should be in the privacy policy.

00:33:33

Interviewee: Right, I think, um, I think personally, I wouldn't use. I wouldn't call someone to ask, uh, ask about my privacy, especially if it's also stated in the privacy policy. If I was interested to find out I wouldn't go out of my way to call someone and ask them about it. Um, however, I can imagine that's someone that's a little bit older and more used to calling on a regular basis, um, that they might find it better to, to be able to talk to. So everything about my grandmother, she would probably, uh, probably be, probably make use of the data protection officer.

00:34:15

Interviewer: And okay, now it's interesting. So even though the contact, it would be there and you had questions you wouldn't necessarily ask, not necessarily maybe your phone or like maybe why would you not send an email or something similar?

00:34:42

Interviewee: Um, I think probably email would. I would, I would expect the app to have that, all the information that I need to know about my privacy.

00:34:47

Interviewer: But if you had like any, like, if there was any other questions you had, for instance that like about, uh, like, which. Like which a third party or necessarily, or like where my data's going and you were really worried or there was a recent data leak and you are what to ask them. What are you guys doing in helping protecting my data?

00:35:11

Interviewee: Okay. And that, yeah, in that case, um, I would, I would be, I would send an email to them, but I wouldn't. If I was scared that my information was leaked, I would probably, I would like there to be a data protection officer. **Um, but yeah, I think it's more after something goes wrong, that there is someone to communicate to the users what's going on. However, I don't think it's necessary if nothing has gone wrong yet to have one.**

00:35:46

Interviewer: But I mean, yeah. I mean, just for having one for that sake, I mean, then it's kind of like, what you're saying is they should have one just in case?

00:35:55

Interviewee: **Or hire one, hire one when something goes wrong. Because you have to be able to, so there's always someone on. On the call or on his phone, ready to pick up phone calls, explaining, uh, the privacy of the users. Um, and I don't see the necessity of it only if**

information, um, needs to be found by the user. That's not in the privacy policy. Um, so for example, if something goes wrong with a daily, then I, then I see the importance of a data protection officer.

00:36:38

Interviewer: No, it's good though. Good. Um, that moves on to a fourth recommendation or basically halfway, um, is that when privacy policies are updated in fitness apps, end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation? Um, because I'm not sure if you're aware of this, but sometimes, um, then this apps do change their privacy policies. Um, whilst you're using the app, whilst you have used the app. So, uh, my, so the question is, is that, would you think that developer's fitness apps should notify them and give them a short in app overview and change if, if, uh, when this, yeh?

00:37:34

Interviewee: I think so. They, they sh for sure, because it seems like it would be have there been cases that they changed the privacy policy and you haven't, um, been updated on it?

00:37:48

Interviewer: I mean, not in my case, out of the research, which I've done. I mean, not all fitness apps do this. I mean, that's why there's like, these kinds of recommendations are kind of stating that like everyone should do it.

00:38:04

Interviewee: Um, so yeah, I think, well, I think it's, this, this, this should be, um, just done. I think legally it makes sense that if something has changed that you previously. Yes to, um, that you should be able to say yes or no again. Yeah.

00:38:21

Interviewer: Okay. No, that makes, that makes sense. So it's like a given person, the next, the new, cause he might have new thoughts and stuff like that.

00:38:34

Interviewee: And also with like a short, short description of like, what exactly. So not, not the whole list of everything you have previously accepted, but just a quick summary of these are the main points of what we have changed. Uh, do you accept or no?

00:38:51

Interviewer: Yep. No, that makes a no. Yeah. Um, okay then I'll go on to, uh, The fifth recommendation that is that the language of privacy policies should be written in a more easy

to understand language. What do you, what do you think? What do you think of this recommendation?

00:39:12

Interviewee: Yeah, I think I mentioned that in the start somewhere that they, they use quite ambiguous language when writing them. Um, I think they do that because, um, uh, because of legal reasons that someone can't directly sue them because of like, if a statement just says, um, your data will be safe or, um, no, it's kind of a weird statement. Your data will be, um, I'm trying to think. Uh, but, but sometimes they're there they're made ambiguous so that someone can, um, put a legal claim on that statement. Um, and I think they do that in the policy statements too, because otherwise people can start suing them more easily. Potentially.

00:40:13

Interviewer: You would agree for them making it more, a bit more simple?

00:40:16

Interviewee: Yeah.

00:40:22

Interviewer: Um, that's interesting because, uh, whatever, for instance, they make it too simple and then they're like the, kind of the meaning behind it gets lost. If you understand what I mean. Okay. Yeah. Like there's like a little bit of a nuance, right? Yeah. That's so you don't have sore spot now. I was just saying, but I mean, it's cause it's interesting with all language, because it's like, how much do they have to be technical versus understandable, you know?

00:40:52

Interviewee: Yeah. I think, well, I think you don't have to be, you shouldn't be a privacy. Expert to understand the privacy policy.

00:41:00

Interviewer: Okay. No, that's clear. Um, okay then I, we can move on to the sixth recommendation. Um, that is that a FAQ section should be included on the websites of the developers of fitness apps regarding common questions regarding the privacy implications of using their fitness apps. What do you think of this recommendation?

00:41:31

Interviewee: Um, I think, uh, the frequently asked questions are always good to have. Um, and that it kind of links with your, with your other recommendations a little bit, um, of like writing a quick summary of what. The privacy policy says that should also be similar to what the, the frequently asked questions. Uh, it gives the answer to, um, yeah, I think frequently

asked questions is important, especially regarding privacy. Maybe this is, this might be the place where you can make the policy understandable from, for more people.

00:42:15

Interviewer: Would you, would you see yourself using it?

00:42:19

Interviewee: Yeah, I think frequently asked questions. It's really easy to access. Um, that's something, if, if it's good enough, like if they give good information about what regarding my privacy, I, um, would look through it.

00:42:35

Interviewer: Um, I'm just thinking I have any other questions. No. Okay. Then that brings us on to the last recommendation. The seventh one you can through seven is that the developers of fitness apps should program into their fitness app, a monthly reminder for the end user to check, uh, their privacy policy. Um, what do you think of this recommendation?

00:43:02

Interviewee: Um, so this is without the privacy policy being changed?

00:43:08

Interviewer: This is without it being changed, it's just like a monthly reminder being like, this is a privacy policy again, because people may change their mind about privacy. Right. Because we like to change our minds. So this is basically reminders saying, yo, you want to check this again? Do you agree with it? Yes. No.

00:43:27

Interviewee: Um, yeah, I'm questioning how I would feel about this.

00:43:36

Interviewer: I mean, would you use it yourself? Do you think?

00:43:40

Interviewee: I would appreciate it, but only if the privacy policy is actually that I can read it. Right. Because I wouldn't, I wouldn't read the whole thing every month, once again. And, uh, click yes or no on it. Okay. Um, but this, this would work if it's simplified or, um, Made understandable. And I quick read for someone. I think that's a great, great solution. If it's a quick summary.

00:44:11

Interviewer: I go, this, this is like, this is the privacy policy, like in like in my simple language short format.

00:44:18

Interviewee: So like, remember your privacy super important. Uh, these are the things that we share. Um, do you still agree? Yes or no?

00:44:31

Interviewer: And would you, would you like give the option then to like, for like a monthly reminder or like a weekly reminder or stuff like that? Or would you say monthly is good that people can turn on and off?

00:44:41

Interviewee: I think monthly is good and it's also important that they can turn, turn them off as well.

00:44:48

Interviewer: Okay. Um, yeah, overall, cause we've been talking, we talked about like seven recommendations. I was wondering, what did you think of them all when they one, which was the one that stood out.

00:44:59

Interviewee: um, I thought that firstly all these recommendations help developers of fitness increase their transparency concerning the topic of privacy and the use of their fitness apps however, the video in the start, when you get the privacy policy, you get a little animation video explaining exactly how it works, because I think, um, most people are. Not really educated about privacy and how important it is in, uh, in our day now that that seems like the most effective method and that they can only go through if they've only if they've watched that video.

00:45:32

Interviewer: Um, I'm trying to think about what the other options, I mean, if that's one of the most that I think that it speaks for itself. Um, I was wondering, do you have like yourself, do you have any recommendations for developers or fitness apps about how they can, uh, increase transparency regarding communicating the privacy implications of using fitness apps? Um, you don't have to have any, I mean, the ones we just stated if those covered.

00:46:07



Interviewee: Your recommendations actually like covered them, um, pretty well. Like as I stated these recommendations help developers of fitness apps start to increase their transparency level when it comes to privacy and the use of their fitness apps. I am surprised that these recommendations are yet to be implemented to be honest, you would think in the 21<sup>st</sup> century, transparency about data practices would be pivotal. Like if somehow you use these recommendations, um, or the, the ideas that you had and somehow conform one, one solution, it would be, um, it would make me feel a lot more safe using the, using the fitness apps. I also think to get people to pay attention to the privacy information of fitness apps, that users would need to be incentivised to do so, not necessarily me, but yeah although these recommendations are helpful, incentivisation could prove the difference maker.

00:46:40

Interviewer: Cause do you have, um, do you have any other questions or queries regarding, um, does this study, or would you like to go back on what you said and say, um, saying anything?

00:46:56

Interviewee: Um, let me think about that. I just wanted to re-iterate as well, these recommendations are a good start to increasing transparency but I really think companies who make fitness apps conveying this privacy information through channels such as Facebook, Twitter or Instagram could increase transparency as there are lot of people who use these platforms.

00:47:09

Interviewer: Okay then, um, no, that's fine. Uh, then, uh, um, I don't think I have any, I think, I think it went, I mean, I think we talked about, uh, lots of different things. I just want to say, thank you very much for taking part of this um study. I just want to reiterate that as stated in the informed consent form which you signed, that if you decide afterward, that you do not want your data to be used in this um study, you can contact the e-mail which is at the top of the um, informed consent form which you um signed. Your data would be then um deleted and not used in this study. You can also contact the e-mail, which is at the top of the um informed consent form if you want, to ask any questions about the study.

00:48:21

Interviewee: Thank you. I very much enjoyed it as well, and I hope you all the best, uh, wish you all the best with your thesis.

Interview 5 (Nick)

00:00:02

Interviewer: I just wanted to thank you taking part in this interview. I just wanted to re-iterate some um, important points from the informed consent form which you signed. As already stated in the consent form that you signed you don't have to answer any question um, if you don't feel like answering any questions. You can stop participating at any time of the interview uh, uh just let me know. If you do feel uncomfortable just let me know, uh, um we can stop the interview. Umm, you will stay anonymous in my data, so nobody can identify you. Uhh, the recording of this interview, will be stored safely. Uh, um, do you have any final questions?

00:00:29

Interviewee: Nope.

00:00:31

Interviewer: Okay, perfect. Now I'll go into, into the first question is, uh, do you read the privacy policies of the fitness app you use? Why and why not?

00:00:38

Interviewee: Um, I usually do read through them very quick. Just because lately there's been a lot of, uh, abuse of, uh, privacy, private information and data. So it always usually skim through it just to see if there's anything out of order.

00:00:59

Interviewer: So like a quick escape, Like, how long would that take you?

00:01:03

Interviewee: Just like a few minutes, just reading through all the main points, seeing if there is anything out of, out of order.

00:01:11

Interviewer: But do you like, so you don't really, um, read through it thoroughly?

00:01:17

Interviewee: No, I don't. No, I don't read every piece of text from the privacy policy.

00:01:24

Interviewer: And why is that?

00:01:27

Interviewee: Because it's usually very long and I don't really feel like reading all of that. Usually there's not that much, uh, relevant or interesting information for me personally, so I don't feel the need to read through all of it.

00:01:44

Interviewer: And would you say, like, does the, is the language easy to understand or do you, is it still sometimes a bit difficult?

00:01:54

Interviewee: It's sometimes a bit obscure. Like it be may vary. It can be made easier, but that's just like legal terms and all that.

00:02:08

Interviewer: Okay. Um, I guess we can, uh, I'll move on to the next question is, do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password)

00:02:39

Interviewee: I don't really go that far, but I do always create a different password for every app or service I use because I'm always afraid of passwords not being secure and, uh, passwords being leaked and all that. Um, so I do take those precautions, but besides that, I don't really think I take any big precautions.

00:03:05

Interviewer: So would you say you care about privacy? When you use fitness apps or?

00:03:14

Interviewee: I do care about privacy, but I also just don't know a lot about privacy.

00:03:23

Interviewer: Okay. So have you ever heard of the privacy paradox before?

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Interviewee: No.

00:03:30

Interviewer: So that's when someone who says they care a lot about privacy or they care a bit, but they don't really do that much to show it, or like, like it's, like they say something, but they don't back it up in that sense. Would you say that it's not necessarily, that's how that's what you are, but similar.

00:03:53

Interviewee: Yeah, I guess that would describe me in a certain way.- What kind of makes me sound like a hypocrite.

00:04:00

Interviewer: No, but I mean, it's, it's not, you're not the only one. I also I've also do it. And that's why it's, it's like it's a well-known, uh, term used when it comes to privacy studies, because most people do this. Would you, would you ever like, um, what would make you care more about it or do you think?

00:04:23

Interviewee: Like, I don't know if they just made it easier to understand what is happening with, uh, the data, how your private information is being handled, first of all, and, uh, how you yourself can take those extra precautions just to make sure everything is secure.

00:04:44

Interviewer: Like for instance, um, do you care if an app is distributing your data to third parties?

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Interviewee: Uh, Yeah, I wouldn't want that because I don't want my information to be spread and sold to other companies just for their game. Um, if I want a company to reach out to me, I'll give them my private information myself. I don't need other companies doing that for me.

00:05:14

Interviewer: And so, but if it's like, it would need to be explicitly stated for instance, in the privacy, in the sorry, in the privacy policy of the fitness app. So we need to be explicitly stated, like if a third party, if they were to get data from the fitness app, like it would have to

be explicitly stated within it for you to like, um, make a decision on, if do you think it would make an important decision on, um, if you were to use it?

00:05:43

Interviewee: Um, well I know right now, a lot of companies. Always just distribute some information to other to third parties. So, um, I guess it's inevitable in a certain way, but I would very much be interested in what information is, uh, distributed to which third parties and that would, and by seeing that I think I will be able to weigh in a valid opinion on whether. Once you use the services or the app or not.

00:06:19

Interviewer: Okay. No, that makes sense. And it's like, this is talking about apps separate?

00:06:23

Interviewee. Yeah.

00:06:24

Interviewer: No, um, okay. I think then we can move on to the next question is how do you perceive the privacy threats of using fitness apps?

00:06:46

Interviewee: Well in terms of data leaks for instance from fitness apps, I've never actually known anyone personally or one person, that's been a victim of any data leaks. So I also don't really know the implications to you. Like what happens. So I don't really know.

00:07:02

Interviewer: But I'm just mean the fact that it happens, right. I mean, someone has access, like a hacker has access to like all this data. Does that not make you worried? Or do you not mind?

00:07:13

Interviewee: Yeah. It scares me in a way, because you always see on the news and on videos, like how much information hackers been get from you and by having little information, how they can get way more. So obviously I'm worried about that.

00:07:29

Interviewer: Yeah. Cause, um, for instance, there was a, I think like four years ago there was this, uh, From under Armour, it was, they sold it now, but I have a thing called my fitness pal, I think. And, um, what happened was, is that, uh, they didn't have a good security. So then, like in terms of like blocking the data, securing the data of the users on the fitness app. So hackers just came in and I say came in. I mean, they hacked and they stole like 150 million,

like, uh, Uh, like date, like use the data of the users, 150 million of them. And, um, it turned out later that they were selling like a user data on the dark web for like \$20,000. So hearing that, does that, how does that make you feel? Um, if it were to happen, for instance, For the fitness app you use?

00:08:33

Interviewee: Very worried. Cause you don't know who's gonna get their hands on your information, then what they're going to use it for. You will never be able to trace back like where it goes and all that.

00:08:52

Interviewer; Would you, how would you go about. If you were like to stop these things from happening, what would you do? And since you're in charge of like a developer of a fitness fitness app, and then you're like, okay, I don't want any deadly. So how would you,

00:09:12

Interviewee: Um, okay. Uh, expert or like a special team within the company that focuses on data protection. Uh, I think that's the most, the best way to secure everyone's data to just have like one team or one person be in charge of the systems and how to secure them. Uh, instead of it just being a site task that someone might overlook or find that important at the moment or not prioritize.

00:09:49

Interviewer: And would you give it like big priority in the, in the company or would it be like a small like, um, yeah department?

00:10:01

Interviewee: No, it will definitely have a big priority to a certain extent. I don't imagine you need like a lot of people working. On something like that at the same time. So I think it's just a small thing, the small extra thing, but I think it's very important for the protection of the data of your customers or users, whatever.

00:10:25

Interviewer: Yeah. And do you think, I mean, you don't have to know now, but do you think that developers of fitness apps should look into this more?

00:10:34

Interviewee: Um, yeah, cause I, I mean, I don't know to what extent they're already doing it now, but. I don't see a reason not to improve further.

00:10:47

Interviewer: Yeah, that's true. Cause it could stop like, uh, the hack, which I described from happening as well. Um, out of curiosity, what fitness app do you, uh, do you use?

00:11:00

Interviewee: Um, well I've used my fitness battle in the past. Okay.

00:11:03

Interviewer: But currently now the one you use weekly.

00:11:12

Interviewee: Runtastic. Fantastic. Yep. Um, yeah, I use Runtastic.

00:11:24

Interviewer: Okay. And how long have they had any privacy issues in the past? Do you know?

00:11:30

Interviewee: I don't know. I haven't really looked into that.

00:11:32

Interviewer: Okay. So before you use it, you didn't look up if they had any, um, they had any privacy issues or something?

00:11:47

Interviewee: No

00:11:48

Interviewer: No. Okay. I mean, that goes back to what you said, the fact that you're not really, um, then it didn't really pop up when you started using it. That's fine. Um, I'll go onto my next question. Um, we kind of already talked about it, but the way it says, like, what do you think should be done to solve the privacy threats? So I think you just stated that to stop the leaks from happening, we would, we would kind of discuss that, put a department in of what you said of like of people or hackers or, oh, like just a team to prevent, uh, from data being leaked. So to protect the data of the users of the app.

00:12:34

Interviewee: Yeah, exactly. Exactly.

00:12:37

Interviewer: Yeah. I think we kind of covered that already. So then I can move on to my next one. Is, uh, do you believe that developers are fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why or why not?

00:12:56

Interviewee: Um, yes. I think that developers could definitely be more transparent right now. It's for common people like me. It's not very clear, uh, how your data is being handled, uh, and, um, if and how, and when it's being sold or given to third parties. So I think, um, developers just need to be way more transparent on that. Um, for example with like web shops, you always have this rating, all of, uh, how trustworthy web shop is, but why not have that for data protection or like, something like that as well, just to have like a clear rating on the website, just to see how well they handle data and that kind of stuff.

00:13:45

Interviewer: Yeah. And could you, I mean, you kind of already like dipped in a bit, but how did, how in other, what ways could they be more transparent? Do you think?

00:13:55

Interviewee: Um, by just having the information more clearly on their app or a website or in their privacy policies, just be more clear, um, about everything. Cause right now it's just always a lot of texts that no one really cares enough to, to read through. And it's too hard to understand, so that way they can increase their transparency just by making it easier to understand for everyone.

00:14:27

Interviewer: Would, um, would be like, I'm saying this information in like a different format, such as a video or more like a more interactive that be more -helpful?

00:14:39

Interviewee: Yeah, I guess so I think that will be way more helpful because right now it's usually just a document of like least 10 pages of usually longer with like very small letters and just a very boring, long texts that you want to see. Don't really want to, every through doesn't really grasp so something which is like growthy attention more.

00:14:54

Interviewer: Don't really want to, every through doesn't really grasp so something which is like grasps the attention more?

00:15:01

Interviewee: Yeah. Yeah. Or like even bullet points. For example, with the, the main, like the most important points from the privacy policy that would already be. Yeah, like a short summary of the privacy policy. I don't really know.

00:15:18



Interviewer: Yeah. Because, um, in my research, which I've done and which you've kind of hints there already, it takes like, um, it takes a little bit of time to read privacy policies and. I think I'm the research I did. It said it took 15 to 20 minutes just to read one. And most people, they have like two, not necessarily like, not everyone. So then just thinking about it taking like 40 minutes in total to read like two privacy policies. Yeah. I don't think people are going to do that. So I thought that was. That's interesting to hear. So that corresponds to what I've, uh, what I've read as well. Yeah. I don't think people are going to do that. So I thought that was. That's interesting to hear. So that corresponds to what I've, uh, what I've read as well. Um, okay. I think, uh, I can move on to the next question. Um, if developers of fitness apps added a feature that allowed you to state feedback about how they can improve the privacy of their fitness apps, would you use it? Uh, why or why not?

00:16:23

Interviewee: Um, yeah, I think I would use it to a certain extent. Like I'm not, I don't have that much knowledge myself on how to improve it. So it would only be like stating complaints, so to speak. Um, but I do very much, uh, believe that customer feedback is very important for a company to grow and improve. So I think this could be a very helpful thing, especially on privacy as well, because there's a lot of customers that do know a lot and do have solid feedback that might improve the services of the app.

00:17:03

Interviewer: And for instance, if they were to develop support to implement this feature, would you then recommend it to your friends also who are interested in fitness apps? Because it has this feature.

00:17:18

Interviewee: Um, I don't think necessarily because it has a feature. No, I don't feel that's like a unique selling point of a fitness app.

00:17:31

Interviewer: Um, and now, I mean, you've already said that you would but would being incentivised to use the feature such as being entered in a raffle to win fitness gear, like incentivise you even more to use the feature?

00:17:50

Interviewee: I guess, or, yeah, I think so, because I'm a sucker for raffles. Like being incentivised always helps me personally. Like I always notice that I'm more inclined to fill out a survey if there's like some kind of reward or a potential reward at the end, instead of just doing it for nothing, so to speak.

00:18:20

Interviewer: And do you think more people like you, like share that sentiment, or do you think it only works for the incentivisation work for specific type of people?

00:18:34

Interviewee: I think I feel a lot of people, uh, are the same way and, um, respond better to two incentives. Uh, we noticed the same at, uh, the university experiments we do for economics is that if we invite people to. Come to a experiment for free. No one pretty much shows up. And if there's some kind of reward, there's always like 50 to 70 people at least showing up. So I think a lot of people, uh, will be more likely to use these kinds of features if they had incentives like raffles and that kind of.

00:19:15

Interviewer: Yeah, that kind of, um, ties into my next question. Um, which is, do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy implications of using their apps? (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes). So like a mini game, we get to know the privacy policy or exactly that it's in like a more interactive format, which we were like discussing. Before and being like, so you use the game to unlock points, you get points, and then you can use those points to unlock like new features in the app or, um, something like that.

00:20:12

Interviewee: What would that look like?

00:20:14

Interviewer: I like that's like, I mean, Now I just, like, we stated that, cause it just stated a mini game. Like not really the specifics, but I was just wondering, what do you think, like the concept of a mini game would work?

00:20:27

Interviewee: I dunno, maybe, maybe it's a little bit corny in my personal opinion. I don't really know. I don't know if it would work, uh, for me personally.

00:20:39

Interviewer: And why, why do you say that?

00:20:43

Interviewee: I don't usually care much about mini games.

00:20:49

Interviewer: But for instance, like, because the question is, do you think that developers of fitness up should incentivise users to engage with the information surrounding it? So it could be, for instance, watching a video and then after you've watched the video, you get some sort of like you enter a raffle or something like that.

00:21:12

Interviewee: Oh, yeah. That, yeah, that I do agree with. Um, cause then you, you won't ever want to know how their data is being handled and that way everyone, like it's, it's more clear to everyone and people are really incentivised to look at it, to, to take in the information.

00:21:38

Interviewer: So, in your personal, um, opinion of mini game wouldn't work. But do you think that, um, what about other users of fitness apps? Like who are young, do you think they would think the same as you or?

00:21:54

Interviewee: Yeah, I mean, maybe for like young people w work because especially they don't understand the, a lot of information from the privacy policy for adults. It's, it's already easier to understand, but especially for kids, they don't even know what they're signing up for. Um, so for kids, I imagine it be a very, or like young people, it be a very good solution to, uh, teach them more about their privacy.

00:22:27

Interviewer: Okay. Okay. No, that makes sense. Um, The, uh, just to like wrap off the incentivisation part. Do you think then incentivisation plays like a key role in trying to engage users to make them more aware of the privacy implications of using their app?

00:22:51

Interviewee: Um, no, I think it could be something that you could use, but you shouldn't have to incentivise people to, uh, Make them read or make them, or have them informed about their privacy. Like it should already come from them naturally. Um, and I think if just, uh, the information is just for you there and easy to take in that would already help a lot. And I personally wouldn't need like any incentive, uh, after that

00:23:27

Interviewer: Okay. But that kind of contradicts what you just said about. Like you you'd like to be incentivised for things. And then now you're saying that incentivisation wouldn't really?

00:23:40

Interviewee: Yeah. I'd like to be incentivised for things where you have to be active. So like giving feedback or filling out a survey, but just taking in information that I need to know

before using an app or a service, I don't really need an incentive for that if you know what I mean.

00:24:00

Interviewer: Okay. And the reason, so like, if there were. If a fitness app, um, just stay at the information in the privacy policy in a more transparent manner, then that would be enough for you to read it and take it in.

00:24:15

Interviewee: Yeah

00:24:17

Interviewer: No, that makes it's like little nuance, but no, that makes sense. We can move on to the next part of the interview. I'm going to explain briefly um what we're going to do, it is quite self-explanatory. There have been um research institutes that have suggested recommendations on how um developers of fitness apps could become more transparent in um communicating the privacy implications of using the fitness apps to end users. I will go through each of the um seven recommendations and ask what you um think about it. So I will go through them one by one, and then we'll have a little conversation about it, about what you um think. Do you have any questions before I state the first recommendation?

00:25:24

Interviewee: Um, no, not right now. Okay. I am going get a drink real quick. Be right back. If we can pause.

00:26:12

Interviewer: Of course. Okay. So the first recommendation that I will, um, state is that developers of fitness apps. That's something that we ready touched upon. So developers of fitness apps should create a short video that goes with the written privacy policy, which highlights the most important points. What do you think of this recommendation?

00:26:39

Interviewee: Um, I highly agree with this recommendation. I think this would, uh, help a lot in making, uh, the information easier to understand a more clear and more transparent to all the users.

00:27:00

Interviewer: What kind of, of course, I'm not asking you to go in specific to what kind of information would you hope to be in that video? Like, would it be a long video, a short video?

00:27:10

Interviewee: Um, just about how the data is protected, uh, what to do, uh, like what happens in case data does leak, um, like how they're gonna handle that. Um, and what we discussed earlier about the third parties, about how they're, uh, giving or selling information and to whom. I think that's most of the vital information I would personally be looking for in videos or summaries like that.

00:27:46

Interviewer: And so would you, would you then say a short video?

00:27:51

Interviewee: Yeah, just a short video, like maximum five minutes. Um, after that, I think my attention span will drop and I would not continue to watch the entire video. It kind of depends. Maybe if you present the video in an interesting and fun way with like infographics, it might be a little more, uh, captivating and grab your intention for longer. But think about five, maybe 10 minutes, max.

00:28:21

Interviewer: And it's interesting that you hinted at the infographics. I was wondering what kind of like format with this, would you. I think this video should be in like, um, cartoon or like talking or mix, or I dunno?

00:28:36

Interviewee: I think this video should be in like, um, cartoon or like talking or mix, or I dunno, I would think, uh, along the lines of all those, uh, Ted ex infographics, um, there, uh, if for like, they. Help supply that the information that is being said, they're informative. Uh, they're, they're kind of interesting and funny to watch, but they're not too childish in a way, you know, it's not like you're watching a cartoon cartoon. Um, so I think personally that would work best for me. **Um, and not lectures or anything like that. Just someone standing there with bullet points. I could see this video especially being a good start for developers of fitness apps to help increase their transparency levels**

00:29:19

Interviewer: So you would, so you would say like someone in real life who has like infographics, like on a screen or something?

00:29:27

Interviewee: yeah, or just like a voiceover with like the infographics and like some key feet, like the main points written down. Uh, so they come across more clearly. Um, I don't necessarily need to see someone's face for that.

00:29:45

Interviewer: And then of course the short video would be like accompanying the, the actual privacy policy, because that is a legal requirement. Uh, I think now we can move on to the second recommendation and feel free to like, um, when I stayed at like, I'll ask, like, what exactly do you mean? Or something like that. So you're clear of it as well, by the way. Um, so the second recommendation is that we kind of also hinted at this already is that, um, developers or fitness apps should become more transparent as to what third parties they're exactly sharing their data with. What do you think of this recommendation?

00:30:26

Interviewee: Yeah, very much agree with this recommendation as well. Right now, it's, it's never really clear what is being done with your data, how it's being shared. Um, and I feel personally it would make, uh, I would be able to make a better decision on whether or not to use the app. Um, if I knew which data was being, uh, Given away or sold and to which, uh, other third parties, I think that would, um, help a lot for me personally. I feel this recommendation were to be a good start for developers of fitness apps to implement to increase their transparency level.

00:31:02

Interviewer: And, um, I'm not sure if we touched upon this. I'm not sure that is what you just said or cause we discussed this earlier in the interview that if you found out, like for instance, a certain, um, your, your data was getting sure to a certain third party, like not any specific, but a certain one, which you didn't like it, would that make you stop using that fitness app?

00:31:25

Interviewee: Yes, definitely. Yeah. For example, if I would see that my data was being sent to a lot of weird companies abroad that would ring some alarm bells for me personally. And I wouldn't want to use the app, uh, weather as if it's just a few other big fitness brands. For example, I wouldn't mind that. Because that just means personalized branding. Like, I wouldn't care that much, but if it's a lot of small, weird, I don't know, obscure companies, then that would bring a lot of alarm bells for me. So I would very much want to know to what, to what their parties, my data is, uh, share it with

00:32:12

Interviewer: That would, uh, then that would be seeing as though like the, the fitness app developers for this are being more transparent.

00:32:21

Interviewee: Yeah.

00:32:23

Interviewer: Okay. No, cause I think we've already like discussed quite a bit about this topic early on. So I think, uh, or then I could move on to my third recommendation that developers of fitness apps in the privacy policy of their fitness apps should have the contact details of their data protection officer included. Now I will, I will describe what that is before the state, um, a data protection officer A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. So, um, what do you think of this recommendation?

00:33:11

Interviewee: Um, yeah, I also agree with this recommendation. I think it will help a lot with, uh, making apps and developers more transparent. Um, I think. The contact details can also just be, um, just somewhere in, in the app or on the website, for example, and not only in, uh, in a privacy policy, because after looking through it, once most people don't really go back through it, uh, or don't even know where to find it usually, uh, after they've already accepted it. So I think just having that contact information just be more open in general would really. Um, I personally don't think I would use it as much, uh, unless I'm afraid my, uh, my co uh, there's been like a data leak or maybe something like that. But I think for other people it would help a lot in, uh, feeling them more, more secure with the app, uh, for any questions they have about how their data is being handled and all that.

00:34:27

Interviewer: And so what do you like, like, do you see yourself honestly, like if you had any questions, like, um, contacting this person or?

00:34:39

Interviewee: If I have any questions, I would see myself contacting them, but I don't really see myself having questions. No.

00:34:46

Interviewer: No. Okay. No, but I mean, just contacting them, just not necessarily questions. Cause they're, they're like two, uh, reasons. No. Okay. Um, Yeah, then, uh, I can, uh, we can move on to the fourth recommendation, that is when privacy policies are updated in fitness

apps end users should get push notifications to notify them, that there has been a change and give them a short in-app overview of the changes made, what do you think of this recommendation?

00:35:20

Interviewee: Yeah. I, I also agree with this one again. I think it's very important, uh, with privacy policies and just general, uh, acknowledgements that you need to accept or any, uh, like how do you call it, Uh, for, uh, I know you mean terms in terms of, uh, if there's any changes in terms of conditions. I think you should always, uh, just be very transparent in exactly what has been changed. Because it's a legal document that's being changed. It's just needs to be made very clear to everyone how it's being changed. And I think also just how you have to sign off on the privacy policy and the terms of conditions. I think it would help. Uh, if in the app, for example, you will have to re accept those, uh, updated privacy policies or terms and conditions.

00:36:23

Interviewer: No that's cause then why could you go a little bit, elaborate a bit more as to why you think that's important.

00:36:29

Interviewee: 'cause then, uh, from the developer's side, they, then, you know, that all the, all your users are up to date with their privacy policies and they've actually accepted your privacy policies. Um, and I think it would help for the users to actually, uh, care more about their privacy and, uh, be more up-to-date, uh, pro uh, the privacy policies. Cause if it's only like a little change here and there, then you wouldn't, it's very much, it's easy to read. It doesn't take a lot of time to, uh, to read the changes. Um, so I think a lot of people will actually read like the change logs and all that.

00:37:17

Interviewer: That's a very thorough explanation. Um, yeah, I think I can then move on my, uh, fifth recommendation. Something again, we've kind of like this, like interviews been kind of overlapping and readdressing things, which is good. Cause then we come up with a, we come up with more in depth knowledge, so to speak. Um, so the fifth recommendation is that, um, the language of privacy policies should be written in a more easy to understand language.

Um, what do you think of this recommendation?

00:37:52



Interviewee: Yeah, this, uh, this can also really help them making, uh, uh, it being patched, being more transparent. Um, cause right now I feel, uh, it's just always very obscure to read all the privacy policies. It takes too long. Uh, the words are sometimes too difficult to understand for regular people. That are not experts on the, on the topic. So I think it would very much help, uh, in just making the text shorter, easier to understand like easier words, um, and not using, uh, all those obscure terms that you're using now.

00:38:38

Interviewer: But, um, no, that, that, that, that, uh, That I could see, I could see what you mean by that, but I was wondering if they were to use simple, more simple to use language. Do you think then the meaning of what is happening would be lost?

00:38:56

Interviewee: No. No, I don't think that's a, the case at all. I don't think, uh, writing, uh, something in a certain way makes you lose or gain something like that. Cause like write it as if it's like a children's book, for example. Um, if you're just stating the information and just making it clear, I think that's all that matters.

00:39:23

Interviewer: And then cause they still have to meet certain legal requirements as well. So. Yeah.

00:39:29

Interviewee: Or maybe like I was talking about earlier, like have a, have the privacy policy, make it as long as you want and just have like a condensed version or summary, uh, with like bullet points, for example, with all the main aspects of the privacy policy, uh, maybe referring to each part of the actual privacy policy, that if you want to read it, that you can go to the actual document and read the entire section. Uh, personally, that would help a lot for me, just having like a small summary of the privacy policy. So easier to understand language that's even better.

00:40:07

Interviewer: and like, sort of having that and then maybe with the video as well, which you were talking about.

00:40:12

Interviewee: Yeah. Yeah. Like a video to accompany the texts that you're reading. For example, I don't know.

00:40:19

Interviewer: And then say like, Um, if you want to see more, more information check the, the, sort of the simplified version of the privacy policy, uh, and then we can move on to the sixth recommendation. This is the second to last one, uh, in case you were wondering, um, but, uh, The sixth recommendation that a FAQ section should be included on the websites of the developers of fitness apps regarding common question questions regarding the pro concerning the privacy implications of using their fitness apps. What do you think of this recommendation?

00:41:02

Interviewee: Um, I, yeah, I think this is a very good recommendation as well. Uh, most. Uh, companies or apps, they already have a frequently asked questions section. So I think questions like these are, uh, right now frequently, just frequently asked by people using the app and are getting more frequently asked because, uh, privacy is getting more and more importante. So to speak, like more people are aware nowadays compared to a few years earlier, people care more about their data. So, uh, I think having those questions and like common questions on there with the, the answers would help a lot in making everything become more transparent.

00:41:52

Interviewer: Would you see yourself using, uh, or going to the frequently asked questions section if the developer of a fitness app would have it?

00:42:00

Interviewee: Yes, personally, I use the frequently asked questions section a lot, uh, even to the point where I sometimes go to it and read through the questions, even when I don't have any questions, just to gain more information about the app or the service I'm using. So I think if there's frequently asked questions, uh, there as well about the privacy. Uh, even if I didn't have those questions myself and I would see it was there, I would read the information as well.

00:42:33

Interviewer: For someone. I mean, would you would, do you think it's, um, More people would have the similar line of thinking as you?

00:42:42

Interviewee: Yeah, I, I, uh, not necessarily like me just in reading everything, uh, of the frequently asked questions, but I think a lot of people would turn to frequently asked questions for questions like these as well.

00:42:59

Interviewer: And then, um, of course like the questions which would be in it with, uh, the the, I guess the most common ones, which they would find out through like user research, which users would find a. In which they would find out what are the most common concerns which our users have of fitness apps. So who use it concerning their privacy?

00:43:19

Interviewee: Um, yeah, or by doing like one of those, uh, incentivise surveys you mentioned earlier by what the most frequently asked questions are and notice on the website.

00:43:32

Interviewer: now we're going somewhere. Okay. Now in the full circle, now we're coming back to. Um, I guess thing, then we can move on to the last but not least recommendation. Um, the seventh one is that, uh, the developers of, uh, fitness apps should program into their fitness apps, a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

00:44:02

Interviewee: Uh, I think this personally will not work for me **I usually turn push notifications off because they are very annoying. Yeah. I just don't think a push notification would actually, uh, get me to the point to open the app and check the privacy policy.** Whereas for example, where, uh, there's like a little overview, as soon as you open the app. Better for me, like we discussed earlier.

00:44:38

Interviewer: Like I'm just going to paint a scenario. So like the user, like an end user first agrees to the privacy policy and then a month later, like they get a reminder saying, oh, check it again. And in that time, they've like, when they read it, it's like, oh, I actually don't agree with this. Like with what they're doing with my data. I'm not going to like use it anymore. Could you see then as it being useful or do you still then?

00:45:02

Interviewee: I don't personally see a lot of people actually going back to the privacy policy after getting a notification like that. No.

00:45:13

Interviewer: No?

00:45:14

Interviewee. No.

00:45:15

Interviewer: And while I've no, there's not. I mean, you have every right to say that. I mean, what are your, why, why, why do you think that?

00:45:21

Interviewee: Um, I dunno, I just like, if people already accepted it, they wouldn't care too much about going back to it. Um, I don't see people have too much of a field too much of a reason or see the time or need to go back to it.

00:45:42

Interviewer: Okay. So, so you're saying that they, this, the recommendation isn't that useful in your eyes?

00:45:55

Interviewee: No. Yeah. This is the only recommendation I'm thinking this is not it.

00:46:01

Interviewer: No, no. I was just going to ask, like, do all these recommend, uh, my next question, like do all these recommendations, um, do they, would they increase the transparency of, uh, communicating information regarding the privacy implications of using fitness?

00:46:17

Interviewee: Um, yeah, I think pretty much all of them definitely help increase the, the transparency of the fitness app. Developers of fitness apps who were to adopt these recommendations would be seen as making good inroads in increasing their transparency level when it comes to the privacy implications of using their fitness apps.

00:46:37

Interviewer: And would you, um, what did I'm to. Another question. Um, uh, no, I'm just scanning through my notes to see if there's anything more to be addressed. Oh yeah. I was going to say, what was your, I remember what was your, um, I wouldn't say favourite recommendation, but I mean, the one which you would think would work the best?

00:46:56

Interviewee: I think either the, the, um, the video would really help for me I think that would especially be a good start for developers of fitness apps to increase their transparency level.

Was there also one about like the, the change in the, uh, the privacy policy?

00:47:24

Interviewer: So that was when, um, there's been updated that they should give a notification and a short in-app overview.

00:47:31

Interviewee: Really liked that one.

00:47:32

Interviewer: Okay. Um, Yeah. Uh, and could you guys give like a short, like a reason as to why you like, like maybe those three, the most?

00:47:45

Interviewee: eh, they all seem, uh, very short, uh, easy, accessible to a lot of people. Uh, not just me. Um, and it seems like that that's the most, like the best way to. Easily make the, the information, uh, accessible for everyone.

00:48:09

Interviewer: Out of curiosity, what are your thoughts about incentivisation when it comes to getting people to pay attention to the privacy implications of using fitness apps?

00:48:22

Interviewee: Look, I just want to say that after the discussion we just had with regards to the recommendations as such, I think that although these recommendations are good maybe perhaps for users and myself to actually pay attention to the information regarding privacy that the they have to be incentivised, such as if they watch a video or read the privacy policy that there is a possible reward for it.

00:48:09

Interviewer: Okay. No, I think I don't, I don't have any more questions. Um, I just want to say, do you have anything else that you want to states or go back or miss said or have any questions?

00:48:22

Interviewee: No, not really.

00:48:23

Interviewer: Okay. I just want to say, thank you very much for taking part of this study. I just want to reiterate that as stated in the um informed consent form which you signed, that if you decide afterward, that you do not want your data to be used in this study, um you can contact the e-mail which is at the top of the informed consent um form which you signed. Your data would be then um deleted and not used in this study. You can also contact the e-mail, which is at the top of the informed consent form if you want, to um ask any questions about the study.

00:49:39

Interviewee: You're welcome.

Interview 6 (Sebastiaan)

00:00:01

Interviewer: Uh,, um. I just wanted to thank you taking part in this interview. I just wanted to re-iterate some um, important points from the informed consent form which you signed. Uhh, as already stated in the consent form that you signed you don't have to answer any question um, if you don't feel like answering any questions. You can stop participating at any time of the interview um, um just let me know. If you do feel uncomfortable just let me know, uh, uh we can stop the interview. Uhh, you will stay anonymous in my data, so nobody can identify you. Umm, the recording of this interview, will be stored safely. Uhhh, do you have any final questions?

00:00:33

Interviewee: Nope, all ready.

00:00:34

Interviewer: Okay. All ready. Thank you. Now, we'll begin with the first question. Do you read the privacy policies of the fitness apps that you use?

00:00:40

Interviewee: Almost never.

00:00:41

Interviewer: And for what reason?

00:00:44

Interviewee: They're too long. And usually I just want the app. And then with most apps, I never read the privacy policies.

00:00:53

Interviewer: What do you mean is too long?

00:00:54

Interviewee: Like the text is usually too long. And usually I feel like I know what's in it and then I don't really care either. I just want the app.

00:01:05

Interviewer: You just want the one to use the app. So you so you wouldn't say it's necessarily that it's just because of the fitness apps you use. It's more just any app you use, you don't really look at the privacy.

00:01:15

Interviewee: Yeah

00:01:17

Interviewer: Okay. Do you take extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password.)

00:01:33

Interviewee: No, The same as other apps that I use. I don't necessarily take any precautions. I just use the app on my phone and I don't think about if I have to take any other precautions.

00:01:39

Interviewer: Like, do you not create. Like do you not create for instance, when you are creating a password for account, you don't create like a strong password?

00:01:46

Interviewee: Definitely. Of course, then I make a strong password, but that's as far as it goes.

00:01:54

Interviewer: So you don't do any like, for instance, any research before you download like a fitness app about the developer to see if they've had any like data leaks or something?

00:02:02

Interviewee: No, never. I do sometimes look at how many ratings it has on the App Store if it's a good app or not. If other people say that it's a good one, then I'll look at that. But I don't look at the creators of the app and if there were data leaks or anything like that.

00:02:17

Interviewer: So privacy is not really much of a concern then when you're deciding or using fitness apps. Yeah, okay. But would you say, though, that privacy is a big deal nowadays?

00:02:30

Interviewee: Like, definitely. I mean. I would be much more concerned about my privacy if it was on Instagram or on WhatsApp then with using a fitness app.

00:02:40

Interviewer: But how come why would you say that?

00:02:43

Interviewee: Well, because it's a fitness app. Like I don't see that as the same thing as a social media app.

00:02:49

Interviewer: I mean, fitness apps get you like data like for instance, like your height, your age, sometimes your weight. Like where you like where you run. That's pretty personal information, though.

00:03:01

Interviewee: Yes. But it's that's more also for me. Then I can see how it's the same as like a doctor also knows that stuff about you.

00:03:10

Interviewer: And then for instance, if there's a data leak which happens, then so on, all of a sudden has your information.

00:03:15

Interviewee: And then someone sees how tall I am. I don't know if. Is that like, why would they care?

00:03:20

Interviewer: Yeah. But in a sense that they could use the information or like other information, like your password or something to gain access. And then, for instance, when you run on your like if you have like a GPS that you use when you run, then they could see, Oh, this person frequently runs the same area. I know where he kind of lives now.

00:03:41



Interviewee: I have that with one fitness app I do use, which is for running that it can see where I live and where I run. And with that app, I should be more careful. But also sometimes I don't think about it when I'm using it.

00:03:58

Interviewer: And which app is that?

00:03:59

Interviewee: Strava. And of course, when you run and it basically shows your entire path and if you start somewhere, usually it's at home. So then it also says, where are you on the map.

00:04:14

Interviewer: But I mean, that's only like, as you say. It would only sort of come out if there was like a data leak or something.

00:04:21

Interviewee: Exactly.

00:04:23

Interviewer: Yeah. Now, what's interesting to talk about Strava, because I'm not sure if you're aware, but like a couple of years ago, I think in 2018, there was. It was actually a privacy breach where this I think this student or something who was around 19 found out that they like went into like the Strava. I think like I'm not sure if you hacked it, but you got access to like the Heatmaps of Strava. And then they found like the, the American like security, like the US Army, like people were using tap and running and then they like ran the shape of like the base for instance. And then that was a huge security breach.

00:05:09

Interviewee: So yes, I read about that as well.

00:05:11

Interviewer: Okay, you did. And what are your thoughts about that?

00:05:14

Interviewee: Well, for the US military, it's a concern. I completely understand that. For them it's like, oh, that's not a good thing because they can see the layout of the base or or the activities of what they're doing. It's classified. And I guess for me it's just like. They can see, for example, if they see where I'm running, then it's like, Yeah. I think for me it's like, Yeah. I don't really like knowing that people know maybe where I live, but I also don't. I think for the US military it's a bigger concern than for me. If I found out that someone was tracking everyone on Strava. Because that also at one point I think I would then just stop using the app and if the damage is done, then it's done. But I think there's also a bit of trust that you have in

certain apps that you use that you also rely on the creators to uphold the respect of privacy. But then going back to also not reading the privacy terms, I feel like the majority of young people don't do that anyways because no one really cares. At the end of the day, no one really knows the apps that they're using. They just know how to use them, but they don't know the rules behind it sometimes.

00:06:29

Interviewer: Because. Have you heard of the the privacy paradox before?

00:06:35

Interviewee: No.

00:06:37

Interviewer: It's when someone says they care a lot about privacy. But then when they have the chance to read a privacy policy or act upon it, they don't do anything right. They click acceptable cookies or accept the terms and conditions which you say that applies to you.

00:06:50

Interviewee: Let's say for the most part it does. But there are some times when I'm like, especially when an app asks to track where I am, I always say, do not track unless I'm using the app. If it's something, then it's okay. But there's a lot of times that I'm like, No, don't track me when I'm not using the app.

00:07:07

Interviewee: This the fitness app right?

00:07:11

Interviewer: But you do like. But you do like track your runs, I assume if you run.

00:07:16

Interviewee: Yeah, I track my runs because it's nice because then I know how fast I'm going and what my pace is and it's quite useful for me.

00:07:24

Interviewer: And do you, like, use it to compare your times with your other times you run as well?

00:07:31

Interviewee: Definitely

00:07:33

Interviewer: That brings us to the my next question is, how do you perceive the privacy threats of using fitness apps?

00:08:04

Interviewee: I mean, for me it's not something I necessarily stay awake at night thinking about privacy and my fitness app. Yeah. Like, you know, because it's just a fitness app on my phone.

00:08:20

Interviewer: Okay. But for instance, as we were just kind of describing with I'll bring up like maybe another case study. So for instance, there was a fitness app called I'm not sure if you've heard my fitness pal before.

00:08:38

Interviewee: I have, yes.

00:08:39

Interviewer: But it got like it was owned by Under Armour like four years ago. And I think around the same time as the whole Strava thing, like some people like hacked into the app and they stole data for more than 150 million users. And then later they found out that they were selling the user data on like, like on the dark web for like 20,000. Yeah. I just wonder, like, are you not afraid, like of stories like that when that happens? Or do you still like. Not. Not, not necessarily. Not care, but not worried.

00:09:18

Interviewee: No. Obviously I am afraid of that stuff. It's not nice if it happens. It's just like with my fitness app right now, if I'm not using it, I don't really think about it.

00:09:31

Interviewer: Okay

00:09:33

Interviewee: I would think about it if I'm going for the run, for example, and I look at the track that I ran, I think I wonder if anyone else sees this. But it's not like when I'm not using it that I think about it all the time.

00:09:45

Interviewer: But then, for instance, like my next question is, what do you think should be done to solve these threats? Well, considering that you don't really have any threats, like if you were to take the case study of like what I just described about people getting access to data, like all this data, how would you go about solving this, that it wouldn't happen again for another company or for another?

00:10:09

Interviewee: I think that when the creators of the apps launch them and make them that they should, that the privacy stuff should be completely solid, that they know what they have. I think there should be like a level of guarantee, like we won't distribute this, this won't be hacked or this and this and this. To give users the security to be like this is private for you only. And that the company can't share that information with anyone legally.

00:10:43

Interviewer: And would you, for instance would like in terms of making sure user data is okay. Like, for instance, hiring like not hackers, but like hiring like security personnel to like safeguard. Make sure. Could you also say that?

00:11:00

Interviewee: Yeah, I think that's a good one.

00:11:02

Interviewer: Would you like would you give it a lot of importance or like just only like a couple of people?

00:11:09

Interviewee: No. I'd give it lots of importance. There should be teams of people who do focus on the privacy and protecting it and stuff like that.

00:11:18

Interviewer: Yeah. Because it's it's up and coming now. It's not only fitness apps, but it's like all other platforms and which harness a lot of amounts of data are getting like hacked in, right? Yeah. And getting taken advantage of, so we'll go on to my next question is, do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why or why not?

00:11:51

Interviewee: Do I believe that?

00:11:53

Interviewer: Do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why or why not?

00:12:09

Interviewee: Yes.

00:12:11

Interviewer: And could you elaborate?

00:12:15

Interviewee: I think it's important that they are transparent. They convey about the privacy of the fact that they that it makes sense, that they explain it to us, not with like a huge. When you read the privacy policy, that's like a really long text. It'd be nice if they simplified it. Like it's not like everyone's a law student that reads the entire thing and understands it. It'd be nice if they maybe made like a video or something. Or gave you like a sort of a concrete, like, I don't know, like a smaller text of like, this is what we're doing to protect your privacy if there's anything wrong. Like, let us know if this and that, they just make it make sense for us.

00:12:58

Interviewer: Yeah. No, that's good that you say that because that's actually I'll touch upon that later in the interview. But. So you would say, for instance, something like a video would be. Yeah.

00:13:11

Interviewee: Yeah. Something like a video. Something that just gives people like, you know, how you have on YouTube, you have, like, those, those ads that you can't skip. They should make that for apps with privacy policies. That's like, oh, you can't skip this because this is important for you to know. And then they like made a simplified video of explaining what they're doing and what you're getting into when downloading this app.

00:13:33

Interviewer: Would you not think then users would find a way to still not pay attention?

00:13:38

Interviewee: Oh, definitely. But I think a video would quickly get the attention of people than just a long privacy text that you can usually just click. I have read and then move on.

00:13:49

Interviewer: Okay. So like more a little bit more engaging?

00:13:52

Interviewee: Yeah, exactly. It was more engaging. I think more people would understand the apps that they have.

00:13:57

Interviewer: Do you think you would as well?

00:13:59

Interviewee: Definitely.

00:14:00

Interviewer: Move on to the next section. If developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps, would you use it? Why or why not?

00:14:20

Interviewee: If the developers had what?

00:14:22

Interviewer: They saw, for instance, if they had a feature where you could click on and then give a suggestion as to how they could improve their privacy or something. Or you got like a privacy suggestion. Would you use it or would you?

00:14:35

Interviewee: Well, it depends. It depends on the app. It depends on which fitness app I'm using. And like, if it's just a workout app that shows me stuff like workouts to do and then can help me track my progress. Maybe. But more, I think more with Strava. I would I would be like give them input or something. Yeah. And mostly because it actually tracks me where I am.

00:15:02

Interviewer: Okay, information. I follow a little bit of a follow up question is, well, you said you really would use it, but I was wondering, would being incentivised to use the feature such as being entered in a raffle to win fitness gear, like incentivise you even more to use the feature?

00:15:27

Interviewee: I mean, I guess people do enjoy free stuff. It might make people use it more. I personally don't really care for raffles or. But I think yeah, people always like getting stuff, so.

00:15:38

Interviewer: Yeah. Like, would you. Do you think that would incentivise more than if you weren't there? But not necessarily like to win like fitness gear or something, but maybe like unlock a new feature in the app or something like that?

00:15:53

Interviewee: Yeah. Yeah.

00:15:58

Interviewer: Well, I'm just I'm not sure you don't have to answer this question, but I was thinking, why would you think that more people would want to use it if it was being like that? There was some incentivisation.

00:16:16

Interviewee: Well, I think then it's more engaging with the user in the app so that it becomes like a game. Then it becomes like a personal kind of like, Oh, if I do this, I can unlock this, and then it becomes more engaged.

00:16:31

Interviewer: They have something in it for them.

00:16:34

Interviewee: Yeah, exactly.

00:16:38

Interviewer: But for you, it doesn't it doesn't necessarily matter, as you said.

00:16:41

Interviewee: Yeah, for me, it doesn't necessarily. Like I said, I'm not like I'm already not really a big tech guy. But when I do use my fitness apps, I don't need like extra prizes or this or that. I just like seeing my progress.

00:16:56

Interviewer: And if it was something to do with privacy, especially, you wouldn't necessarily need to be incentivised to have to.

00:17:03

Interviewee: Not unless it was like a serious thing of like, oh, strava, for example. I'm using that example because that's one of the big ones I use is that all of a sudden that they then were like, Hey, all your data is leaked to the world. Everyone can just Google your name and see where you live. It's like, then I'd be like, Okay, guys. Let's not do this, you know? Yeah, I think. That's in my trust in the company of Strava to not have that happen, if that makes sense. Yeah.

00:17:30

Interviewer: Yeah. But if there's, for instance, like. There was like privacy, like a data leak for another company that like a similar fitness app. And then you'd be thinking like, Oh no. Like you would ask like, would you then use the app and then like for instance that feature and then be like, what are you like, what are you doing to like, oh, like, I hope you're like safeguarding our privacy or something like that. Yeah.

00:17:55

Interviewee; Yeah, I'd be.

00:17:58

Interviewer: Okay. No, that makes it that makes sense. I guess we'll move on to my next question. It's something along the lines similar along the lines of what we're talking about in terms of incentivisation. I'll say now, do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy, the privacy implications of using their apps?, (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes).

00:18:39

Interviewee: I mean, it sounds fun. Like, I like the idea of playing a game to help explain the privacy part. But I think also the privacy part shouldn't be a main focus of the app. Or like the app has something like, I don't think you need to win prizes, for example, on fitness gear just by knowing about the privacy setting.

00:19:00

Interviewer: But this is more of because there's been research done in which users, they say they care about the privacy, but they don't they don't show. They don't care. So. With these games or with this incentivisation, it's trying to engage them more because obviously the engagement isn't there.

00:19:17

Interviewee: Yeah, that could be. Actually, that could be that could be kind of fun. So it's like short games and then. Yeah, I agree. Yeah.

00:19:24

Interviewer: That's like a different interactive form. Yeah. So you would say that they that they should incentivise users to engage in information?

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Interviewee: Definitely.

00:19:34

Interviewer: And would you, for instance, would you would you like to I mean, I think you've really hinted at it, but would you like to use like a mini game or something to play before you use like the app?

00:19:45

Interviewee: Yeah. I mean, it has to be kind of a fast game. Like let's just say if I'm at the gym using a fitness app, I don't want to spend like 30 minutes playing a game, but I'd like to play like a little game of like if it's like 20 seconds or something and then it's fun.



00:19:59

Interviewer: It wouldn't be like every time, though, that you would open it that you would have to play the mini game.

00:20:03

Interviewee: No, exactly. Yeah, yeah, yeah, yeah.

00:20:06

Interviewer: So then you would have to say it would have to be like. Kind of a short mini game, so to speak.

00:20:13

Interviewee: Yeah, exactly.

00:20:16

Interviewer: And then, like, just like brainstorming, like, how would you just include the most important information, like of the fit of the privacy of the fitness app? Like, how would you.

00:20:27

Interviewee: Yeah, I would like the in the little thing and the little game that it should be just the most important things. The concrete stuff like just the honest truth is like this is what's happening right now. This is what we're doing. Then it's good. And this is how you're being protected. And it's good. I mean, like some characters or something like that. Yeah. Like you. Like, you know, you got to shoot a ball into a net or something with your with your phone.

00:20:55

Interviewer. And then it tells you something.

00:20:56

Interviewee: Yeah. Tell us something about privacy. Yeah, then that's quite engaging as well. And I think also especially for younger people, then they can understand more about the privacy that they the privacy terms and the apps that they use.

00:21:08

Interviewer: What would you say then? Because the old people who use the who use fitness apps, do you think it would be how do you think it would? It would be for them, in a sense. I think that's.

00:21:21

Interviewee: A good point, though, because I think the old people would also be more engaged that because of like I don't think old people necessarily also read the privacy settings. Because I don't think they care either. But or at least I do think they care about their privacy,

but I don't think they care to read all that text. I think they just want the opinion to move on. So a game could be a good, engaging way for them also to understand the privacy.

00:21:47

Interviewer: Even if they they're not like very technologically savvy. Right. Because that so would still be a bit difficult for them to. Use it now. Or it could be.

00:22:03

Interviewee: Depends on how difficult you make the games.

00:22:07

Interviewer; So it's like a simple game. Not like obviously it would be like a really hard game, but I mean.

00:22:12

Interviewee: No, like a simple game that's like 20 seconds.

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Interviewer: Then only 20 seconds, that's a bit short. Then you think.

00:22:19

Interviewee: What would you want to have it longer?

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Interviewer: Well, I mean, I would think like. Maybe. I don't know, like a couple of minutes. I'm not. Of course it's going to be less than the time it takes to read it, obviously, because then it defeats the whole purpose. Right. I'm hoping that you're not going to make like a 15 to 20 minute game because then like.

00:22:34

Interviewee: Two or 3 minutes was like, let's just say you're playing the game for like, okay, 20 to 30 seconds of like you do one thing like kicking a ball into a net or something and then it pops up information about the privacy setting. And then every time you hit the ball into the net, then another thing pops up and then it's like, okay, done. Enjoy the app.

00:22:53

Interviewer: So maybe like every goal you score or something, then they pops up.

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Interviewee: Yeah, well, that would make more sense. And then imagine if it's like out of you got to kick five goals or something and then you can start your fitness, whatever. And then

every five, like every time you shoot it in, it pops up a new piece of information about the app.

00:23:16

Interviewer: Do you think that? Do you think that more users who are of your age will use fitness apps? Do you think that would be more? Do you think that would engage them as well?

00:23:25

Interviewee: I think I would engage them and I think it would also provide a level of security for them and more trust in the app because they already engage the users in a not only like a friendly way, but also an informative way. They're going to be like, oh, here's a fun little game. And by the way, we're giving you some information about our practices.

00:23:47

Interviewer: Because nowadays more like people who are young are engaging in, like, more interactive forms of media.

00:23:54

Interviewee: Yeah. Yeah. I also do feel, though, that our attention span has decreased a lot. So because every year we're watching videos of like 30 seconds of pop and we're switching from app to app like every minute. So I think if you're using a fitness app, maybe like a game like that could first get you a little bit like engaged. And then it's like, oh, now you, you did a little mental workout and now you're ready to go.

00:24:19

Interviewer: For the actual workout. Yeah. Okay, that's interesting. And just like during the interview as well, just any time you want to ask you a question or say something like, it's not just me asking the questions here. You're also feel free to ask me something if you don't understand or ask me to repeat a question. That's also also okay. But if I think we've exhausted that. We can um move on to the next part of the interview. I'm going to explain briefly uhm what we're going to do, it is um quite self-explanatory. There have been uhm research institutes that have um suggested recommendations on how developers of fitness apps could become more transparent in communicating um the privacy implications of using the um fitness apps to end users. I will go through each of the seven recommendations um and ask what you think about it. So I will go through them um one by one, and then we'll have a um little conversation about it, about what you um think. Do you have any questions before I state the first recommendation?

00:25:39

Interviewee: No, no questions.

00:25:45

Interviewer: So the first recommendation is that, I mean, we kind of touched upon it earlier, is that developers of fitness apps should create a short video that goes with the written privacy policy, which highlights the most important points. What do you think of this recommendation?

00:25:59

Interviewee: Yeah, I agree.

00:26:00

Interviewer: Yeah. Yeah. And could you just elaborate as to why you agree?

00:26:04

Interviewee: I think a short video would catch the user's attention way faster than the reading of the entire text. I think it would be much more engaging for the user.

00:26:17

Interviewer: And how long would you like speaking hypothetically? How long would you make the video?

00:26:25

Interviewee: Maybe half a minute, 30 seconds. It depends on if they just voice out the real stuff of, like, just the truth. If they just said, this is what we're doing, this is what's happening, and that's it, then the user knows, without having to read all the the long text of the privacy setting.

00:26:46

Interviewer: It would be like it would complement the privacy policy because the price policy is a legal requirement, I think.

00:26:52

Interviewee: Yes, exactly.

00:26:53

Interviewer: It would be like it would be, of course, because the responsibility is on the user in the end to read it and obviously then not. So this video would sort of make them not persuade them to read it because I'm not sure they would be persuaded but to highlight the main points. Yeah. Now I just have a little question about the kind of format of the video. Would you say an animation style or a real life style would work better?

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Interviewee: I would say animation style.

00:27:23:

Interviewer: And I think, you know, a question I'm going to ask. Why do you think that?

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Interviewee: Just because I think in an animation style, it engages more people. It's a little bit more interesting. You know, people tend to be kind of critical. If they see just people in the video, then they might think, oh, I don't believe this. And then or maybe just kind of biased animation. You can do something fun. It's not as boring. Yeah, it's more exciting, more fun. Like a cartoon.

00:27:59

Interviewer: And then would you think that would engage more users like young users?

00:28:11

Interviewee: Yes, definitely. Obviously.

00:28:14

Interviewer: Well, why do you say obviously?

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Interviewee: Well, because I mean, there's a lot of people who like animations and there's a lot of. There's a lot of ads that aren't animated and those are tend to be kind of boring. And I think a lot of young people like animations more. You can also make it more colorful. You can make it more enticing. I think this one developers of fitness apps must include as it presents that developers of fitness apps are going in the right direction when it comes to fitness apps and privacy, and shows that they are being transparent.

00:28:35

Interviewer: It's like the regular. Speaking of that, a bit more boring.

00:28:39

Interviewee: Depends. I mean, it depends on how interesting you make the video, but I think it's just more fun if you have if it's about privacy policy, make it animated. And then privacy policy is kind of a boring thing for young people. So you might as well make it animated.

00:28:53

Interviewer: Okay. But it's not necessarily like because it's not only young people who are using fitness apps, of course, also old people. Do you think it would be engaging for them as well?

00:29:03

Interviewee: I think so. You know, it all depends on the video, but you can make it pretty nice and not crazy that everyone can just look at it and be like, Yeah, it's good.

00:29:13

Interviewer: Okay, I'll move on to the second recommendation is that developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. What do you think of this recommendation?

00:29:31

Interviewee: Yes, I agree. They should become more transparent with sharing that.

00:29:34

Interviewer: And why? And why do you say that?

00:29:39

Interviewee: Because it's important for the user to know which third party is being insured with. I'd like to know who else is where else this data is going. Definitely, and I think they should include that right away and say also maybe in the video even say this is what we're sharing with.

00:29:56

Interviewer: And. Would it, for instance, if there was a certain third party that they stated that they were sharing the data with? Would that. Influence your decision of using the fitness app?

00:30:10

Interviewee: Yes.

00:30:11

Interviewer: Could you explain?

00:30:13

Interviewee: You don't have to know. I don't know a lot about who they would be sharing data with, because also I'm just a user. It's not like I have all this knowledge about every single data company and everything. But if there's one that I that I heard stuff about in the news or if there's something about data leak and this app that I'm using goes, Yeah, we're sharing your data with this, then I feel like I should know that and be like, Oh, maybe I don't want to.

00:30:38

Interviewer: Okay. So it's just that it's the importance that you can make, like an informed choice.

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Interviewee: Of course.

00:30:45

Interviewer: Okay. Yeah. No, that makes sense. I'll move on to the. If I'd have to say the third recommendation. So the third recommendation is that developers of fitness apps in the privacy policies of their fitness apps should have the contact details of their data protection officer included. Now, don't worry, I'll explain what a data protection officer is. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. So I think my question is, what do you think of this recommendation?

00:31:35

Interviewee: Yes, I agree.

00:31:37

Interviewer: Can you elaborate?

00:31:39

Interviewee: Well, it's nice to know if I have questions about it. Then I can contact the person about it. That's also makes it user friendly and customer friendly. Well, I personally, like I don't know if that's such a thing exists, but it seems like it should be.

00:31:59

Interviewer: No, I'm saying it does exist. Is that not every fitness app had the contact details of that person in.

00:32:05

Interviewee: No, they should definitely put it in. They should even maybe be included in the video at the end. If you have any further questions or concerns or contact this definitely.

00:32:15

Interviewer: Would you would you honestly see yourself using it personally?

00:32:21

Interviewee: No. I mean, it only depends on if I found out something that I didn't like or if I someone was watching my data or using it for stalking or whatever, then I wouldn't like it. But I think it's just nice to have the option there.

00:32:36

Interviewer: Okay. So personally you wouldn't use it, but would you?

00:32:40

Interviewee: Unless it was something serious that I found out. But I don't think I'd personally contact **I don't think a lot of like I said, a lot of young people or the majority of people who are using fitness apps, I assume, are just people who are younger and like to work out that the privacy setting, like in a lot of apps is just something that we tend to ignore. Right. So I don't know anyone who is that young that would be like, oh, I'm going to call. This officer, privacy officer for further information.** Unless it was something serious that was like, Oh, someone is using or going into my account, someone is seeing my stuff. Then of course you would find that, but I wouldn't just randomly call them and be like, Hey, what's up?

00:33:23

Interviewer: Yeah, yeah, yeah. But I mean, that's that's not the point. It's only if you would have questions like, for instance, going back, like. About. For instance, if there was like a data leak or something.

00:33:37

Interviewee: Then I think people then people can call and voice their concerns. I think that's very nice and user friendly.

00:33:43

Interviewer: Yeah, but you. You you would. You think so? So, like you say to that person that you wouldn't like, for instance.

00:33:51

Interviewee: Maybe I wouldn't unless. But unless there was a big thing that I was concerned about. But that would have to be a really big thing.

00:33:59

Interviewer: Yeah. So then in a sense then you depending on the level of urgency concerning.

00:34:06

Interviewee: Like it's nice to just have that, it's nice that they provide that.

00:34:11

Interviewer: Yeah, but it's. Yeah. Yeah. No, only in times of. Necessity would you like if it comes to like a data privacy thing that.



00:34:21

Interviewee: Exactly?

00:34:24

Interviewer: Okay. Have you ever just. Just the little question you have you ever heard of a data protection officer before?

00:34:34

Interviewee: No.

00:34:35

Interviewer: That's quite interesting because I don't I'm not sure if many people do and they actually perform. Quite a big task as well, because they're also there. So people can ask what their rights are concerning their data as well. Yeah.

00:34:53

Interviewee: But I think also it's amongst a lot of young people. Not no one really knows that when people download apps, they use them. They care about what the app can provide for them.

00:35:03

Interviewer: Now. That's why I find it interesting that not many people know that. But I think the recommendation we are talking about now is one of the better ones which I am going to mention at least from a personal standpoint. I think then we can go to the fourth recommendation. is that when privacy policies are updated in fitness apps end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation?

00:35:53

Interviewee: Can you repeat it again please?

00:36:03

Interviewer: Is that when privacy policies are updated in fitness apps and users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made.

00:36:17

Interviewee: Yes, I think that's that goes without question. That's good.

00:36:21

Interviewer: And I mean, why, why?

00:36:24

Interviewee: Why is that good? Well, you got to ask, because then you know, then you know. Well, then you're also up to date about the app and the privacy settings. I think every app should tell you if there's changes in in the privacy settings, then you know what's going on.

00:36:41

Interviewer: Do you think it would lead? It would cause people to change their mind if they did. I mean.

00:36:47

Interviewee: It really depends on the the changes that they made. But if it's you know. The if the app company is scared of having people delete the app because they made a change to their privacy setting, then I think that's unfair. And then people have a right to not want to use the app, but I think the app should hold honesty and tell people when there is stuff that they've changed. Of course.

00:37:12

Interviewer: Become more transparent in that regard.

00:37:14

Interviewee: And make it clear yeah.

00:37:16

Interviewer: Okay. What would you for instance, if if because you mentioned Strava, if they, for instance, like did that and then you saw it, would that lead to a stop and change or do you like using it so much that not necessarily what they would do would influence your usage?

00:37:33

Interviewee: Yes, it just really depends on what they did. If they say, Oh, yeah, we're we record your runs and we live and we put it on a live video for the whole world to see, then I'd be like, No, I don't like that. I'm going to delete the app.

00:37:46

Interviewer: I dont think they can legally do.

00:37:48

Interviewee: That's what I mean. But if it's smaller things that that I'm like, oh, I don't really that's fine. Whatever.

00:37:54

Interviewer: Okay. That makes that make sense. Yeah. We'll move on to the fifth recommendation. This one's a bit more simple to grasp than the other one. Is that the language

of privacy policies should be written in more easy to understand language? I mean, what do you think of this recommendation?

00:38:18

Interviewee: I think it's absolute necessity because there have been many times where I've read a privacy policy and I just sometimes thought, why are they using all these huge, intricate words to explain to me something that could be so simplified? I think it's a lot of legal talk, and I think for the everyday person, it's not necessary. No one, not everyone's a lawyer, not everyone is reading it and thinking, oh, this and this and this. I think it should definitely be simplified for users, also for old people, also for young people, also for teenagers that it should just be simplified. This is what we're doing and here's the information provided. Like we went back to I'll just say that in a video that they could use simpler text. Yeah, I agree.

00:39:08

Interviewer: And do you think if they would make it too simple that the meaning would be lost?

00:39:14

Interviewee: No, because you don't have to make it too simple, but you also don't have to make it so intricate and complicated like some privacy texts are. I think there's a middle ground. You can just explain it to people the way it is.

00:39:30

Interviewer: Would you think like the main reason why people don't read it is because it's too technical or not necessarily boring?

00:39:37

Interviewee: I think yeah, I think it's just too long and boring and technical. From the majority of people.

00:39:44

Interviewer: And then like the. The way to make it kind of interesting is what we touched upon earlier, right? The video or the mini game or something.

00:39:53

Interviewee: Something more engaging and something definitely transparent.

00:39:57

Interviewer: Okay, now that makes sense because out of a study which I read, the privacy policy is on average took like 15 to 20 minutes to read. And it's just like in times like now, I don't think you can see me.

00:40:12

Interviewee: No one has the time reading that.

00:40:14

Interviewer: Yeah. Okay. So the sixth recommendation is that there should be a FAQ section that should be included on the websites of the developers of fitness apps regarding common questions, regarding the privacy implications of using their fitness apps. What do you think of this recommendation?

00:40:41

Interviewee: Yeah. Again, I think it's good to have the users be engaged in the app and know their privacy settings. So something like this is another thing, same as the privacy officer and it's like it becomes engaging. And you can see. The frequently asked questions that maybe you have that other people also have and then on the website that can explain it as well. Make the steps easier for people to understand that that they're using.

00:41:10

Interviewer: Would you be, like, honest? But would you see yourself, like, going to like. Like the frequently asked questions or not?

00:41:18

Interviewee: Yes. Like I said, it really depends on what my concerns are. You know, if if there was a big thing in the news about my fitness app, I would definitely go on the website and check out the frequently asked questions or if there was something that I didn't understand. Sure.

00:41:36

Interviewer: And would you first like do that and then, for instance, contact the DPO or something like that?

00:41:43

Interviewee: Yeah. If I didn't if I didn't understand the part with the frequently asked questions still, like if there was still stuff that I didn't quite understand, then I would just contact the person.

00:41:54

Interviewer: Kay. So you would see yourself would you see other users of like who are similar age to you? Do you use fitness apps? Would you see them using such a like going to like the. Yeah, you would.

00:42:07

Interviewee: Yeah, it depends. I mean, it depends on the people, but I think the majority of people my age around 20 to 23, if they're like I said, it would only be in a situation if there was a big thing going on in the news about it or if there was something really concerning. Then otherwise no. Because it's like, why would you go check you the frequently asked questions on a website about privacy? If the app already explains it well enough. In the privacy section then? Sure. And I think that's enough. But if I have further questions, it'd be nice to know that it's there.

00:42:44

Interviewer: Okay. So. Not necessarily that yet. Because that you would. Yeah. No, I think that makes that make sense. I think when we can move on to the seventh recommendation, that is that developers of fitness apps should program into their fitness apps. A monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

00:43:25

Interviewee: That the app reminds you to check the privacy policy?

00:43:28

Interviewer: So for instance, like a push notification, which states like, oh, it's been a month like here's a privacy policy again. Do you still agree with it?

00:43:37

Interviewee: I actually think that would kind of annoy people. Yeah, you do. Yeah, because. at least from my perspective, if I got a message on my phone from my fitness app saying, oh, here's our privacy policy, still make sure you check it out. I would be like. I already read it. Leave me alone. Do you know what I mean? I think I would. I would be. And I think some people also. I don't care. It's fine. I already read it. Yeah, I think it's like, um. Maybe it should be when you open the app that it then says, oh, here's a reminder, here's our privacy policy. But it's like they check how much you use the app in a month, and then when you open it, then it shows. If I got a notification for it, I would be like, I'm not going to check it out because I don't care or I don't use it right now. Or There's other apps I'm more interested in right now, if that makes sense.

00:44:29

Interviewer: But then for instance, because people do change their minds about like quite a few things would not be like, oh, like could you not see someone being like get the notification and be like, actually, you know what? Like, now that you remind me, I'm going to stop using this.

00:44:44

Interviewee: No, that's a good point. But that's why I said maybe if you open the app, then it does that. But also we were talking about before that. It's nice if they tell you that there are changes in the privacy policy, but if it keeps reminding me of like you signed up for this and you agree with this privacy policy, but like I know you don't need to constantly remind me.

00:45:02

Interviewer: Whatever they will be like. It's a monthly. So I wouldn't say that's like constant, right?

00:45:06

Interviewee: No. Okay. A monthly thing. But still, I would still be like, still.

00:45:09

Interviewer: Too much?

00:45:10

Interviewee: Yeah.

00:45:12

Interviewer: Yeah. Do you think more users would like.

00:45:15

Interviewee: But maybe not like? I don't think it's too much. I think it should be done. If you open the app that there's like a little like a reminder, like you agree to our privacy policy or this is our privacy policy. Watch the video again or.

00:45:29

Interviewer: Okay. And do you think more users, like share the same kind of sentiment as you? I mean, especially young, obviously, because I mean, I think so.

00:45:38

Interviewee: I think so because like I said, our attention spans are quite decreased now. People are much more quick with everything. So I think something like that would just kind of bug people. I'm getting notifications every month of a privacy thing.

00:45:57

Interviewer: So they would see it more as a hindrance than?

00:46:00

Interviewee: Well, if you look at other apps like a lot of apps don't do that. And also on fitness apps, I don't think I've never gotten that from Strava, only in the app.

00:46:10

Interviewer: I think this is a recommendation.

00:46:13

Interviewee: Only if I open the app do I find out information about the privacy. But no, I don't know if that would be that fun.

00:46:27

Interviewer: From you as a user, I think I don't have any more questions. I'm just checking my notes. I just wanted to. If you like, the kind of recommendations which I, I stated to you. What do you like? If you can remember? Like, what do you think? What can you remember as being the most interesting one or pressing one?

00:46:57

Interviewee: The video that we discussed. That is interesting idea for for privacy policy to make it more engaging.

00:47:08

Interviewer: And would you say that like that one or all these recommendations are like, good step forward for like transparency?

00:47:18

Interviewee: Yeah. Yeah, definitely. I think these recommendations developers of fitness apps should adopt as it presents a a much needed nudge in the right direction when it comes to developers of fitness apps and being transparent when it comes to privacy implications of suing the fitness app.

00:47:20

Interviewer: Do you think they'll be more engaging?

00:47:23

Interviewee: I think so. I think people would enjoy a. And I think they would notice it and be like, Oh, that's nice. They made a video. Instead of me having to read this giant text, they actually explain it to me like I'm a normal human being and not some robot who has to go through 30 pages of text.

00:47:40

Interviewer: I am curious, would you still take extra precautions if these recommendations were to be implemented by developers of fitness apps?

00:47:46

Interviewee: Well I would like to think I would, read up on the developer of the fitness app first and see if they had any prior issues relating to privacy and making a decision based off of that. But I know myself, so I am not 100% sure if I would actually do that to be honest with you.

00:47:48

Interviewer: Well, think can start wrapping it up. I just want to say thank you for being. Oh. Before. Do you have any other questions or queries or?

00:47:57

Interviewee: Hmmmm, just had a comment, I am a taken a back some of these recommendations are not yet in use by developers of fitness apps, makes me wonder if they do actually have the user interest best at heart

00:47:59

Interviewer: I just want to say, thank you very much for taking part of this um study. I just want to reiterate that as stated in the um informed consent form which you signed, that if you decide afterward, that you do not um want your data to be used in this study, you can contact the e-mail which is at the top of the um informed consent form which you signed. Your data would be then um deleted and not um used in this study. You can also contact the um e-mail, which is at the top of the informed consent form if you um want, to ask any questions about the study.

00:48:09

Interviewee: Yes.

00:48:12

Interviewer: Other than that, I. I would like to wish you a lovely day. And thank you very much.

00:48:17

Interviewee: Thank you. You too. Have a lovely day.



Interview 7 (Piet)

00:00:02

Interviewer: I just wanted to thank you taking part in this interview. I just wanted to re-iterate some um, important points from the informed consent form which you signed. As already stated in the consent form that you signed you don't have to answer any question uh, if you don't feel like answering any questions. Uhm, you can stop participating at any time of the interview um, um just let me know. If you do feel uncomfortable just let me know, we can stop the interview. You will stay anonymous in my data uhmm, so nobody can identify you. Um, the recording of this interview, will be stored safely. Do you have any final questions?

00:00:36

Interviewee: I think it's all pretty clear.

00:00:38

Interviewer: . Um, without further ado, then I will, uh, uh, ask the first question. Um, which is, do you read the privacy policies of the fitness apps you use? Why, uh, why not?

00:00:52

Interviewee: Um, I'm mostly just kind of. Scan over the, what are they called? Like the subtitles, you know, it'll, it'll usually give like a couple of bullet points on what your data is used for, but I don't go into any of the details because, you know, I don't, I just don't take the time for that.

00:01:15

Interviewer: And why do you not take the time for them?

00:01:20

Interviewee: I'm honestly, not that worried about what they do with my data, especially for fitness apps, just because I don't think that it's extremely interesting for any external parties. Like I'm just one of the crowds, so I'm not really worried about them seeing what I do.

00:01:43

Interviewer: But is it, or you're only like, not that worried about privacy when it comes to fitness apps or any, or is it also other types of apps?

00:01:53

Interviewee: Um, mostly not that worried. And this is also other apps as well. Other apps. For the same reason that you stated beforehand or? Yeah, I usually just think that, you know, it doesn't really matter who sees it the only time that I, like I would try to, you know, switch off cookies or go incognito, like that sort of stuff is, um, purely if. Avoid like targeted advertisements and like that sort of online harassment.

00:02:40

Interviewer: Okay. And, uh, um, so that's just in general. So like apps and like other like websites and stuff like that when it comes to privacy in general.

00:02:51

Interviewee: Yeah.

00:02:54

Interviewer: Um, I'll move on to them with the second question. Uh, do you take extra precautions when it comes to privacy when using, uh, fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password)

00:03:08

Interviewee: Um, I'd say the only precaution I take is that like my use of the app is limited to me, so I don't like no 11, my friends and family go on it. Let's see what I do. Like I just kind of like to keep that personal, but not on the technological side.

00:03:34

Interviewer: But for instance, do you not like make a strong password or something?

00:03:40

Interviewee: Um, well, I, I have a strong password that I use for a lot of things and I don't share, but I don't want. You know, I don't have one of those like generated passwords or two factor authentication. Um, yeah.

00:04:03

Interviewer: And like, do you not, uh, look up, like, for instance, the developer of an app or a fitness app, but like do some research before you use the app to see if they've had any privacy concerns or data leaks or anything of the sort, um, before you use it?

00:04:20

Interviewee: Uh, no, I've the only like preliminary looking into it. I did was just reviews on like, uh, like ease of use kind of thing is that we're talking about fitness apps.

00:04:39

Interviewer: Right? Cause it's like, what do you like, how, like, how do you decide what fitness apps or what fitness have you used?

00:04:48

Interviewee: Well right now, I just use the health app on, uh, just on the iPhone to track most of the fitness stuff, but I've used several, um, I've used like the built-in, uh, fitness features from fit for free. Cause I used to have a subscription there and I've gone through some fitness apps with the. Like a built-in calorie tracker kind of system. And I used to have a Fitbit. So sounds like you had quite the quite a bit, and I've gone through a few now.

00:05:25

Interviewer: And what were like the main reasons for you utilizing a certain like app or certain like Fitbit?

00:05:35

Interviewee: Yeah, mostly the Fitbit was a gift. Um, But then the app I use is usually just the thing linked with what I already have. So since I had a fit for free membership, I'd use the fit for free app. Since I had a fit Fitbit, I'd use their linked app. Now I don't have those things, but I've got an iPhone. So I use the built-in health app.

00:06:03

Interviewer: And when you, like you use, or when you use your other apps in the past, you did, did you, do you remember if you skimmed the privacy policy or looked up any more privacy information regarding those apps?

00:06:19

Interviewee: Um, I skimmed what they show you when you set up the account, but I didn't do any extra digging myself.

00:06:28

Interviewer: Okay. Yeah. For reasons that you stated, uh, previously. Yep. Okay. Um, now I'll move on to another question. Uh, so how do you perceive the privacy threats of using fitness apps?

00:06:54

Interviewee: Um, well I think personally the threat of a data leak from the fitness app it's a very real. Threatened, you know, it's, it's possible, we've seen things like this through all sorts of apps and I'm sure fitness apps are included. Um, I'm just, you know, for me personally, I'm in the fortunate position where I don't feel like I would be targeted for that, which might but, uh, Don't um, well, I don't have any data on the app that I would be scared of leaking if that makes sense. For any, you know, subsequent features or, um, like extra things where it would go further than just the app. So if they access to like personal information, um, besides just the email address and phone number that I would give to make the account on the app, if they need anything else, like bank details and, you know, passwords and phones and stuff. That's where I get more careful. So the things where I do have sensitive information, that's where I have two factor authentication and stuff. For fitness apps specifically, that's not as much of a concern to me.

00:08:08

Interviewer: Okay. And what about, for instance, if like, um, the fitness app, the you, or like the health app you're using now, or just in general, the fitness of the you are going to use? What if they, um, were sharing their data, your data, sorry, with external third parties, which are not mentioned in the privacy policy, how do you feel about that?

00:08:49

Interviewee: Well, just from an ethical perspective, that would be wrong because I think you have the right to know where it's being shared. Um, so, you know, obviously I can't be too harsh because I haven't read every, you know, section of the privacy policy. So I don't know where it's being shared. But if it would come to light that an app would be sharing with third parties and they didn't mention that then, you know, especially towards the people who were

careful and did read everything to make sure they knew, you know, if they're being kept in the dark about that, that's unethical.

00:09:32

Interviewer: Yeah, that'd be wrong. But if we're, for instance, you read it and, um, you agreed with like the data sharing with the third party. Would you go through with it or do you mind when it's, your data is shared with a third party?

00:09:49

Interviewee: Um, if I, you know, if it's explicitly mentioned and I agree to it, then I feel like I can't really. I don't have much to say about it after that, but if it's not explicitly mentioned, then I would have a problem with it.

00:10:08

Interviewer: Okay. So as long as they're being transparent and explicit, then it's a right.

00:10:16

Interviewee: Yeah exactly.

00:10:17

Interviewer: Okay. Um, I'll move on. Uh, what do you think should be done to, uh, solve these kinds of privacy threats?

00:10:27

Interviewee: Uh, I think, like you said, you know, the main, important thing is transparency from the company side too. Um, To basically let the customer or the user know exactly what's happening with their data. And then from the user side to, you know, also take the necessary precautions of having a strong password, um, not putting unnecessary data out there that you don't need for normal use of the app. So, you know, keep the information that they don't need to know, keep that close and something like a two factor authentication. So what was useful.

00:11:32

Interviewer: And for instance, how would you, um, stop like hackers from trying to get to that information?

00:11:41

Interviewee: Uh, yeah, I'm not too sure. Well study on how hacking stuff works.

00:11:48

Interviewer: But I mean, but I mean, like setting up like a department, for instance, which like you can stuff like, just like you'll general, like I'm not expecting you to know all the technical ins and outs, but just for talking about like general ideas, do you have any ideas on how, like, how would you like try to prevent that data leak from happening?

00:12:08

Interviewee: Um, I think with the transparency also comes maybe in a, like a, like a warning to users saying like, um, you know, as the developer of the app, we wouldn't ask you for these things. We, you know, we don't need to know, we wouldn't be asking you for your password or your bank details, stuff like that. So don't, you know, do any of those things. Someone's asked, um, also having a good, um, like responsive customer service team so that if there's any questions or concerns that come up, um, those issues can be put through and, uh, dealt with right away. And then the, you know, technological side can figure out how to, how to solve the problems, how the hackers are getting in and keep.

00:13:08

Interviewer: Yeah. So would you, for instance, set up like a small like department within the company that deals with that, or would it be a little bit more of a, like medium to big size?

00:13:18

Interviewee: Yeah, I think, you know, there has to be a large customer service team, at least just for any sort of concerns and then a small subgroup within that. Um, could focus more specifically on concerns with, uh, Uh, data sharing and privacy.

00:13:42

Interviewer: Okay. Now that makes sense. So, yeah. Um, I'll move on to the next question. Um, if you have any like, uh, like questions about like, you don't understand the question, like, feel free to say I can repeat it again and explain a little bit more. Um, just so you understand, of course, um, do you believe that developers are fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why or why not?

00:14:20

Interviewee: Well, I think, you know, maybe you don't have to go so far as to explain. All the ones and zeros and you know, every little stream that the information goes through, but knowing which parties have access to it, I think that's important. So if there's any like, you know, sister companies or, you know, an overarching firm or something outside of the main group of people that, you know, you're giving your data to. Then people have to know where their data might end up. I think that's the most important part.

00:15:03

Interviewer: And for instance, cause you said. What are the, you don't like the reader necessarily. You just skim through the privacy policies of the fitness apps that you use, correct. Um, would it maybe, would you maybe, um, find it more helpful if that was, that a

policy was portrayed in a different format, for instance, like a video or a meaning game or something along the lines of that?

00:15:32

Interviewee: That's interesting. I think a video could be really useful. Just something quick to like a one minute video to show where your data might end up, especially for people who, you know, they're more concerned with that, but they might not necessarily know like what it means or how quickly data can be spread that they, you know, they can visualize. Data goes here and then these people have access to it. And then because of that, these people have access to it. And that's where it ends. Like something like that. Just a quick little flow chart, I think could be useful.

00:16:17

Interviewer: Okay. Yeah, because, um, in my research it came up that like, uh, on average it takes approximately 15 to 20 minutes for, um, a user to read a privacy policy. And, and so. Through that there's like common consensus that doesn't kind of make sense as to why not really that many people do read it because in practical sense. Okay. 15, 20 minutes. Isn't the longest. But I don't think that like, just sit down and read it all and really there's one thing is reading it, but the second thing is understanding it as well. Yeah. So. I think yeah, through the, what you just stated. I think it would be a little bit more, a little bit more helpful in that regard. Um, okay then I'll, uh, I'll be moving on. Um, if developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps, would you use it? Why/why not?

00:17:24

Interviewee: Um, I think that. I wouldn't be prompted to use it unless something went wrong in the first place. So if I experienced something or, you know, I read somewhere that there has been a data leak, you know, that, that kind of thing that would raise concern, then I would start giving suggestions. But if I'm happily going about my day and using the app and not experiencing any issues, then I probably won't. Looking for ways to improve. If I have no reason to assume that something is going wrong.

00:18:04

Interviewer: Yeah. No. And that's, I mean, just having that feature there for any case, if that happens that's yeah. Yeah. I think. And the, so my next question is kind of like, would being incentivised to use the feature such as being entered in a raffle to win fitness gear, like incentivise you even more to use the feature? for the, for the, so like for instance, you give a

suggestion. Uh, and the feature in the app. And then through that, like, because you did a suggestion, you've been entered in like a raffle or something.

00:18:47

Interviewee: Okay. Um, I think could be good, but you also have to be careful that you don't incentivise it too much. It depends on how big the app is of course, but you know, if everyone does. Has a Fitbit is prompted to use the Fitbit app and give a suggestion. Then they're going to get flooded with, you know, tens of thousands of suggestions. You know, you can't really keep track of, uh, of those things.

00:19:26

Interviewer: So, Hmm. Oh, but that makes sense. So, because then of course it would be like terms conditions to those suggestions. So to stop from like one word suggestions coming up, like there has to be certain character has like certain amount of characters, certain amount of like an actual, like helpful things, because otherwise people could just be like, send like stupid things and, yeah, exactly.

00:19:52

Interviewee: That's, that's kind of what I'm going for. Maybe, um, like if it came in the form of like a survey where you could, you could give ratings and then the company can just see an average of all the ratings instead of like open, answered suggestions, then the company can first see where things are going wrong and then specifically target that problem and ask their users for suggestions on how to improve that so that you have. Like first, you, you narrow down the scope a little bit more of what you want to improve so that you're not flooded with suggestions that could be about literally anything. Cause then I think it's hard to address everything that'll come by.

00:20:38

Interviewer: Yeah. And do you think like most, do you think most people would be incentivised to use it?

00:20:45

Interviewee: Yeah yeah, definitely.

00:20:51

Interviewer: Um, now the next question is we're talking an hour along the lines of incentivisation. And, um, do you think that developers or fitness apps should incentivise users to engage with information surrounding the privacy implications of using their apps? (For instance, using mini games to help explain better the privacy implications of using the app



and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes)

00:21:27

Interviewee: well, I mean, it would definitely incentivise people to be more involved in. I guess that's always good because then you like problems could come to light that otherwise people wouldn't have shared as willingly because they didn't really have the incentive to do so. Um, and of course, if people don't want, like still don't want to engage, then they're not forced. So I think it's a good thing to do. It's just, um, what depends on as the company has the. Resources and time to develop this kind of feature. And then if they, um, like how big of a difference it makes really, I think.

00:22:25

Interviewer: And do you think, like, what do you think about the format of a mini game or many games are always fun.

00:22:32

Interviewee: So especially if there's prizes attached and, you know, there's. So like percentage of close, like you said, that sort of thing. Um, you know, if people are motivated to, to play and win something, then of course they're going to be more engaged and then you'll get more valuable information out of it. And I think.

00:22:59

Interviewer: And do you, so I'm, I'm assuming that you, if this feature was installed, that you would use the mini game or?

00:23:09

Interviewee: Yeah, I think so. I definitely I'd be tempted to at least see what it is like. And especially if there's like potential discounts for something I need then yeah. I'd definitely play the mini game.

00:23:29

Interviewer: And would you okay. I'm not expecting you to like, deal with technical the game aspect, but would you make this like game? Would it, um, be like a short like game, like only a couple levels? Or would you cause it's all so concerning the privacy, right. We're talking about how incentivizing users would you make it like a short mini game? Like a, kind of a, like a couple levels, like one or two levels or like maybe a little bit more medium length with the five or like between five and 10 levels.

00:23:57

Interviewee: Um, I think five and 10 and then, um, but like you could stop earlier. It just like reduces your chances of getting the prize in the end. So maybe kind of like lottery tickets, like the further you go, the higher your odds are, and then you could, um, You know, you could get a little bit of information from some people, and then the ones who are really dedicated, they can, uh, they could share a lot more.

00:24:36

Interviewer: So like kind of like rope them in with a couple levels. And then you have like the, maybe the choice to like stop playing the game and continue using the app. And then other people really want to know more. Could continue because it would be like, of course, cause the privacy policy is like kind of, it is a necessity. I think it's a legal requirement even. So this would basically, this is just helping supplementing, like people's knowledge, so to speak. Okay We can um move on to the next part of the interview. I'm going to um explain briefly what we're going to do, it is quite self-explanatory. There have been um research institutes that have um suggested recommendations on how developers of fitness apps could become more um transparent in communicating the privacy implications of using the um fitness apps to end users. I will go through each of the seven recommendations um and ask what you think about it. So I will go through them um one by one, and then we'll have a little conversation about it, about what you think. Do you have any um questions before I state the first recommendation?

00:25:59

Interviewee: No.

00:26:00

Interviewer: Um, so the first recommendation was we kind of, you kind of touched upon it, uh, earlier that developers or fitness apps should create a short video that goes with the written policy policy, which highlights the most important points. Um, what do you think of this recommendation?

00:26:17

Interviewee: I really liked that. 'cause I feel like it's, you know, it's, it's quick and easy to do, and there's a lot of, you know, visual learners out there that might not get the full understanding if they just read a block of text, but seeing a short and like animation or something could make things really obvious where to click really quickly.

00:26:43

Interviewer: What kind of like. What kind of things would you include in the video? What kind of information?

00:26:50

Interviewee: Um, I think the most important things are an overview of what sort of data the app actually needs from you. Like, you know, data is a, is a big word. What, what are they talking about? So it would probably be something like, you know, name, address, contact details. Um, maybe location, you know, for step counting or route tracking or stuff like that. Um, and then, um, certain health details, like, uh, you know, um, just the name, some like heart rate, maybe BMI. Whatever kind of measurements of your own you're putting in. So an overview of what things are included in the word data, in this case, and then which parties it will be shared with. So what that means exactly like, um, I guess just the names of all the companies, maybe like a flowchart of who is connected to that, what sort of wider network it would reach, um, then last but not least, um, like a suggestion for, if you like, if the customer has any questions or concerns like a link to their, um, department dealing with that sort of thing.

00:28:22

Interviewer: And in what kind of format would you like this video to be in? So for instance, a cartoon or in real life or a mix.

00:28:34

Interviewee: I think like an animation could be the most concrete.

00:28:41

Interviewer: For what reason?

00:28:44

Interviewee: Uh, it's simple to make. And I think you can get away with putting a lot of different images and text on the screen and stuff. Whereas if you're doing like a real life thing, and then you have blobs of text floating around real people, Seem a bit chaotic, but if you make like one animation with a consistent theme, then it can come across as more neutral.

00:29:15

Interviewer: Yeah. You know, that does make sense. So like a video format with, uh, that's sort of like what you just stated. Um, and then, uh, would you, so would you make this video like short or long or, um?

00:29:34

Interviewee: I'd say short to, you know, to keep people's attention, but long enough to include all the information with. You know, maybe like a two minute kind of thing.

00:29:46

Interviewer: Okay. Um, I think, uh, I think we've talked, uh, we can move on to the next recommendation. So the second recommendation is that, um, developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. Um, what do you think of this recommendation?

00:30:05

Interviewee: Yeah, I think it's good. Um, it's maybe hard. Yeah. If you're sharing your data with a big firm that has shares in many different parties and stuff like that, you don't have to, you don't have to put like name and address of every single person that has access to it. But if you know, in the grand scheme, you could say which like companies will have access to the data. If anyone wants to know for sure. Um, what falls under that they can find that out themselves, but just basically the, the main core of which parties have access, I think has to be always, has to be shared.

00:30:58

Interviewer: And for example, if. Uh, certain third party was stated, and you didn't want your data to be shared with that, 3<sup>rd</sup> party. Would that stop you from using the app?

00:31:11

Interviewee: If I specifically didn't want that party seeing my data?

00:31:14

Interviewer: Yeah

00:31:16

Interviewee: Yeah probably.

00:31:18

Interviewer: Yeah. Okay. Um, I guess we can move on to the third recommendation.

Is that a fellow of fitness app in the privacy policies of their fitness apps should have the contact details of their data protection officer included. Now what this means I'll, uh, I'll explain what the DPO is. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. Um, I was wondering, what do you think of this recommendation?

00:32:04

Interviewee: Okay. I kind of sounds like what we touched on earlier with like the subsection of the customer service thing that specializes in data. So I guess that would be kind of like the data protection officer. So, um, Yeah, it makes sense that you would have someone with that and that can help in that sort of sense. And then, you know, same as if you click on a contact page, you see where you reach the company for different kinds of options. Or if you call a phone line, you get the, you know, press one for this press two for this, it can just be one of those options.

00:32:48

Interviewer: And would you see yourself, like for instance, uh, contacting this data protection officer, um, should I come across any, you know, privacy concerns then?

00:33:03

Interviewee: Yes, but I haven't yet.

00:33:06

Interviewer: And for instance, like what, what would, uh, what, what would, what would bring you to have to contact them. So in what situation would you see yourself using this feature?

00:33:35

Interviewee: Um, like, I don't know. Let's say I'm sick. And my fitness is sort of gradually deteriorating and I'm keeping track of that. Of course, I don't want people to, you know, be able to make any inferences about my, um, like actual medical status or medical record. So if something along those lines were to happen, um, then I might contact this person to.

I guess see to what extent I can limit my data, flowing out to external parties.

00:34:15

Interviewer: And for example, if there was like a data leak, which occurred with another fitness app, would you then contact the DPO of the fitness app that you are, uh, all the fitness apps that you are, you are. Is it a hypothetical situation that you are currently in use? Would you then contact them and be like, what are you doing to help protect my data, what do you think?

00:34:36

Interviewee: Yeah. Like how, how are you guys making sure that the same thing doesn't happen to your app?

00:34:46

Interviewer: Okay. But it's only if there was like a real, like, as you stated before where the explanation with the privacy concerns and the data leak and only if it was like, um, really serious, so to speak.

00:34:56

Interviewee: Yeah. Yeah. So if I'm just, you know, tracking how many steps I took or calories I burned or something, then I wouldn't be as inclined. But if there was a data leak from a different fitness app. Or if I was, you know, a tracking more than just those basic things, um, you know, especially in a situation where there's an actual medical condition that I'm monitoring through this app, then I would definitely contact this person.

00:35:31

Interviewer: Okay. Um, think we can move on to the fourth recommendation that, um, when, uh, privacy policies are updated in fitness apps end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation?

00:35:55

Interviewee: Uh, good. I just, I have no idea how often. These changes would be made. Um, but yeah, if there's an adjustment, then I think people should be notified. Um, just thinking like practically, because normally you can choose if you receive notifications at all. If people don't want to get notifications from the app, then maybe it should be more of like an alert when you open that, uh, instead of an actual push notification, because, you know, if you turn that off, you turn that off the app. Can't really do that.

00:36:46

Interviewer: Um, and give a short in-app overview of the changes made.

00:36:51

Interviewee: Yeah. Or at least, you know, give a link to an overview of the changes that, you know, if people think, oh, I don't care, then they can get rid of it because sure. A lot of people would do that. And then otherwise, you know, you might lose a bit of your consumer base if you're pressuring them to read every update, instead of letting them choose whether or not they want to do. But yeah, I think notifying them is definitely important. And then at least give the option for them to read it.

00:37:25

Interviewer: Cause it's like exactly like the transparent in the way that they let them know. And then, then it's up to the user to decide if they want to read it or not.

00:37:34

Interviewee: Yeah, exactly. So that, you know, it's impossible to be like, you know, completely caught off guard by something. Um, It has to be in the information beforehand. People have to know what's going on and if they choose not to read it or not to watch it, then that's fine. But you know, then they asked to kind of accept the consequences.

00:38:02

Interviewer: Yeah. Cause then they can't say that it's the company's fault. Whereas they wanted, they gave them the opportunity to read it and stuff like that. Okay. I think we can move on to the fifth recommendation is that, um, the language of privacy policies should be written in a more easy to understand language. What do you think of this recommendation?

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Interviewee: Um, well, I did work in a customer service company for a little bit and like with contracts and stuff. And I know that we had a lot of questions about people not understanding things. Uh, the problem is. There's a lot of like legal aspects to it. So certain things have to be included and have to be framed in a certain way that there's no kind of twisting around it or bending the rules. Um, so that requires a certain level of language and professionalism. If that makes sense, which Mo always be the easiest to under. But I think that, um, for example, with the, with the video, or like an overview of changed rules, stuff like that, um, you can easily make quick summaries and then people that want to dig further into the details can get into the, into like the nitty gritty hard stuff. Um, Yeah. I don't think the actual policy should be updated to be easy to read because some things are just complicated. So, you know, focus more on getting everything down correctly. And then for the easy to understand language, maybe a separate, more simple overview of the most important points.

00:39:59

Interviewer: And like in like for instance, a format of a video, like, and then, so you would have. The the, the, the main privacy policy and then, uh, basically like the first recommendation.

00:40:11

Interviewee: Yeah. So kind of, kind of like how you'd write a, a paper or like a scientific study. You've, you've got all the details and everything. And then after that you write the abstract, which is like a summary of all the most important points of each section. Just a quick overview that you can stand, you can scan, it's kind of easy to find. Um, and you know, what's going on. And then if you want to know the details and the interesting intricacies of how everything works, then you can dig into the actual rest of the policy.

00:40:43

Interviewer: Yeah. Okay. No, that makes, uh, that makes sense. So that no meeting is lost. Right. Um, so the sixth recommendation that should be a FAQ section should be included on the websites of the developers of fitness apps regarding common questions concerning the privacy implications of using their fitness apps. What do you think of this recommendation?

00:41:09

Interviewee: Yeah, I think that's really good. That's also really simple to implement because you know, most companies already have a frequently asked questions section. So adding a few more questions, shouldn't be a big problem. You know, it's a very consistent format, um, really easy to implement. So, you know, simple things like. Who can see my data or what happens to my data or what is being done to avoid my data being leaked. You know, you can literally type like a two sentence answer and stick it on the website.

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Interviewer: Would you see yourself using, uh, like a frequently asked questions section if they were to have one?

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Interviewee: Yeah, usually when I have a question. You know, some sort of app feature or whatever. The first thing I do is check frequently asked questions because more often than not more people have had the same question. So yeah, I think if they put it on there, they could also save themselves, save themselves like a lot of hassle because people won't have to like contact the company. And take more time to figure out what's wrong if they can just read it on the website.

00:42:29

Interviewer: Okay. Now that makes sense. And then that would like, they would, uh, for instance, you could have this frequently asked questions section and then link to, or contact details to the DPO or with more about this in this section of the privacy policy.

00:42:46

Interviewee: Yeah, exactly. So, you know, you could have references like as stated here, things. And then if someone's question is not answered by the FAQ section, then they could always contact the company. So, you know, at the bottom of the page, it's like, you know, still didn't find the answer, contact us here and like that kind of thing.

00:43:11



Interviewer: Yeah. Okay. Um, I think then we can move on to the last recommendation, the seventh one. Um, so the seventh recommendation is that the developers of fitness apps should program into the, into their fitness apps, a monthly reminder for the end user to check their privacy policy. Um, what do you think of this recommendation?

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Interviewee: I think that one might be a bit extreme, so. You know, a monthly reminder, not everyone would be interested. Um, I think a lot of people, if it were there would skip it, but having the option maybe.

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Interviewer: Because for what reason do you think they would skip it?

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Interviewee: Um, mostly the same reason as why people don't read the full policy. Um, and the first place when they start using an app, because it like, it takes a long time. Um, they're not that concerned. Um, and I think if you have the, um, what we said earlier, the, the notifications of when changes occur, if you have that, um, Then people will check whenever something changes. And then that would be enough, I think.

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Interviewer: But then for instance, like do not think, cause like people like to change their minds. Right. So even if like they agree at first and then like a month later, like they're like, oh, they read again and be like, oh no, like I don't really agree with it now. Um, what do you, what would you, how would you. What'd you think about that?

00:45:08

Interviewee: Um, I think that if people, like, if people change their perspective on something, then you know, they, they always have the option of going to **The policy and reading it again of their own accord. I don't think it happens that frequently that every single user has to be reminded every month.** Like, you know, in case they've changed their mind. I think that's kind of more up to the user itself to keep track.

00:45:46

Interviewer: So you're in a sense it's like the, you you're putting the responsibility then on the user?

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Interviewee: Yeah. So if, you know, if you. Read the policy the first time around and you select that. You agree then? Um, yeah. Then I think it's safe to assume that you agree until

you state otherwise. Um, and you don't have to be prompted for that, but at any point, of course you should. Provided with the option to change your mind. It just, you know, should come from the user themselves.

00:46:27

Interviewer: Okay. Um, I was just, cause now there was all the recommendations I was wondering, what are your thoughts on, on these recommendations overall, if you can remember all of them, which ones stood out or?

00:46:41

Interviewee: uh, I think the frequently asked questions I think is really easy to implement. So that's a really good one. Uh, I liked the idea of the like short video at the start to go over the important things. I think that's really clear and also a lot more people will actually be engaged in like actually pay attention to what's happening. With their data when otherwise, you know, if they see a block of texts, they might just skip it. And, uh, I like the, the DPO as well, because, you know, having a sort of expert on the situation where you can put your concerns and, you know, have that person be available for contact, that could be really useful because then any issues with. This sort of thing can be, can be taken care of pretty easily, I think. I think all of the recommendations are good at increasing the transparency level but the ones I just mentioned are my top three.

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Interviewer: And do you believe that these recommendations also like help to, well, not all, but I mean that some of them, or most of them increase the transparency of, uh, then when it comes to communicating to end users about the privacy implications of using the app?

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Interviewee: Yeah, I think so, these recommendations present a way forward for developers of fitness apps when it comes to increasing their transparency level to do with privacy implications of using their fitness apps. And I think it's also a lot of it is that of the information that is usually already out there will. It will just reach the consumer more easily so they know what's going on. Cause nowadays, like I could go and read the entire privacy policy. Um, but a lot of people don't in understand sense, still at least have a better idea of what's going on. And then. You know, the issue of transparency, that's just, you know, up on up to the company, it's important that they, you know, they let people know exactly what's going on and hopefully they already do that. You know, I know for sure some companies don't do that and they should, but,

00:48:53

Interviewer: If they were to sort of implement these recommendations, would you still be wary of your privacy? Like, uh, like would you take extra precautions still?

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Interviewee: I I'd be where you that out of like pure self-interest the company might not share everything. So even if they do put up a video or give an over. Or like give updates on when the change occurs in the privacy policy, I'd still sort of be skeptical that they like, for example, they might not share every update or they will leave stuff out of the video because it's like not important when it is. So I'd always kind of take it with a grain of salt and not fully trust it a 100%. So, if these recommendations were implemented I would definitely see myself taking extra precautions by doing a thorough background check on the developer of the fitness app, in terms of how trustworthy they are when it comes to privacy.

00:49:47

Interviewer: Okay. No, that makes a, that make sense. Um, if you do you have, because this is like when this is like near the end of the interview. So I was wondering, do you have any other questions or queries or go, want to go back to stay? Anything that you missed said? Um, it's perfectly fine if you don't.

00:50:08

Interviewee: Yeah. Is there any like suggestions about. You know, a lot of these suggestions are from the company side, but earlier we also talked about like, uh, reviews of apps concerning privacy. Is there any thought to new suggestions on how that can be changed?

00:50:34

Interviewer: What do you exactly mean?

00:50:36

Interviewee: So like we talked about the mini game, for example. Um, so if people have. You know, getting more community involvement about privacy concerns. And then, um, what am I actually trying to say?

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Interviewer: I mean, it's perfectly fine if you, like, you don't have anything as.

00:51:01

Interviewee: I mean, I guess just reviews are really important.

And as well that, you know, we have access to not only the company is perspective of the policy, but also other users. We have to be able to see what they think and what changes they want.

00:51:17

Interviewer: . Oh, no, that's true. That's true. What you said. I think there should be more community involvement in that regard and that it should be more of a dialogue between the two and it shouldn't be on one side that they should determine like, um, how it is so to speak. So I definitely think there should be a dialogue.

00:51:34

Interviewee: Yeah. So like, if you don't fully trust the company, then you can't, you know, go to the company with all your questions because you might not trust their answers. So you need to also be able to rely on other people's experiences with the app and see what they think and then base your opinion on that. That's kind of what I mean.

00:51:53

Interviewer: Yeah, no that, no, that, no, I fully understand what you mean. Um, but other than that, there's nothing else?

00:52:00

Interviewee: No.

00:52:02

Interviewer: Well actually, I have just one more question and that is to do with incentivisation, what are your final thoughts on incentivisation and developers of fitness apps getting people to know the privacy implications of using their fitness apps?

00:52:18

Interviewee: Well to be honest, I think that in general that these recommendations are valuable but I think perhaps maybe for me to pay attention to information regarding the privacy of the app, that I would need some sort of encouragement or some sort of incentive to do so.

00:52:01

Interviewer: I just want to say um, thank you very much for taking part of this study. I just want to reiterate that as stated in the um informed consent form which you signed, that if you decide afterward, that you do not want your data to um be used in this study, you can contact the e-mail which is at the top of the informed consent form um, which you signed. Your data would be then deleted and not used in this study um. You can also contact the e-mail, which is at the top of the informed consent form if you want, to ask any questions about the study.

00:52:59

Interviewee: Thank you. You too.

Interview 8 (Roos)

00:00:02

Interviewer: I just wanted to thank you taking part in this interview. I just wanted to re-iterate uhm some, important points from the informed consent form which you signed. As already stated in the consent form that you signed you don't have to answer any question uhm, uhm, if you don't feel like answering any questions. You can stop participating at any time of the

interview uhm, just let me know. If you do feel uncomfortable just let me know, we can stop uhm, the interview. You will stay anonymous in my data, so nobody can identify you. Um, the recording of this interview, will be uhm stored safely. Do you have any final questions?

00:00:37

Interviewee: No, I don't have any questions.

00:00:39

Interviewer: Okay, perfect. Uh, now then we'll move on then to the interview. Um, the first question being is that, uh, do you read the privacy policies of the fitness apps that you use?

Um, why or why not?

00:00:53

Interviewee: Um, I would say, no, I don't actually tend to read the, so, um, my submit briefly and the privacy policies, and I think it's. In part, because I'm not, I guess too, um, bothered in a way, like I'm not too interested. Um, but also because I don't think it's necessarily written in language that's very easy to comprehend and digestible. I think it's so much texts, so much writing, um, that it's almost like trying to make you not want to read it in a way, at least that's what I think. Um, And they often don't even need you to flip through it before you can even proceed with accepting it. So I tend to, yeah. I tend to kind of just accept them without, without actually reading the policies.

00:01:51

Interviewer: And so do you, um, skim it or do you completely not read it at all?

00:01:59

Interviewee: I would say most of the time, I don't even read. Um, I think it's also, I assume that they're kind of all very similar, like the privacy policies that I might've read in the past. I feel like they all kind of tend to say the same thing. Um, and in a way I feel like you have to agree to them anyways. Um, or at least, yeah. That's how I feel. So I don't, yeah, usually I don't even read it. Yeah, no, I just tend to just go straight for, for accepting the policies and moving on.

00:02:36

Interviewer: Is that, um, like now, is that just like any app you use or is it just the like just fitness apps?

00:02:46

Interviewee: I think it's for any app that I use really. Um, and even when they send us, sometimes they send you like, uh, an update of the policies. I also don't really tend to read

that. And maybe it's also because I don't, um, yeah, I'm not really aware of what it would really change for me as a, as a user of the app, uh, or as much for my user experience. Um, maybe I'm just a bit oblivious to the risks of not really being aware of the privacy policies. Um, but yeah, I think it's kind of, for all apps that I use, I don't tend to read the privacy policies.

00:03:27

Interviewer: Okay. And would you say in general, like, are you a person that cares about their, uh, privacy online?

00:03:37

Interviewee: Yeah, I think in my, like, um, let's say platforms that I use that aren't, um, like more social media platforms. I'm quite private and I do care about how my data's being used, but I've never really considered it for fitness apps or other applications that I use. I guess. I'm not also really sure what it is that they're using from me and how it's kind of. Um, like being used in a negative way, perhaps. Um, but on platforms where I'm a bit more, uh, active, like regarding my personal life, I'm, I'm quite careful with the privacy policies, but with the yeah, like fitness apps, I haven't, I haven't really thought about it much.

00:04:24

Interviewer: No. Okay. Um, would you. Then, like, for instance, have you ever heard of the, of, of the privacy paradox before?

00:04:35

Interviewee: No. No, I haven't.

00:04:36

Interviewer: So that's for instance, um, it describes, uh, like a phenomenal moment, like the people who stayed that they, uh, care about their privacy, but they, they stayed at, but they're not necessarily act upon it in their private life. Would you, would you say that's, uh, like, could you see yourself being a part of that? Would you say you're part of the privacy paradox in a sense?

00:05:01

Interviewee: I think so. Um, and I think it's not necessarily that I'm not acting on it, but more that I feel like it's less. Um, how do you say it's visible of how your privacy is being used for apps. So if you can't really see it in front of you, I guess you don't really, um, act on it either. If that makes sense, you know? Um, so you can care about your privacy, but if you're, if you don't actually see how your privacy is being like, um, I don't know, taken advantage of, then

you don't tend to really think about it much and care about it much. So I do think that I would be part of this paradox. Um, but yeah, because I'm maybe not able to, to directly see how, how, um, my privacy is being used.

00:05:55

Interviewer: Um, then we can move on to, uh, another question. Um, do you take extra precautions when it comes to privacy when using fitness apps (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password)?

00:06:14

Interviewee: Um, not necessarily, um, not, not to do with passwords. I'm quite careful with my, um, location for these apps, because I use like running apps, um, uh, so that you can track like your outdoor activities with that. I, I am quite aware that I don't want it to be tracking my location all the time and only when I'm actually doing the activity, like going out for a run or something. Um, so I only like to allow it to use my location while I'm actually using the app. Uh, so with location, for example, I try to be pretty careful about it. Um, cause I don't really like the thought of, of the app being able to kind of track, um, even when I'm not using it. Um, so that would probably be the main thing that I'm most cautious about, um, when it comes. Yeah, the privacy on the, on the fitness app.

00:07:15

Interviewer: And um, do you not like, uh, before you use a fitness app to see if the developer has had any issues with privacy in the past, for instance, or?

00:07:28

Interviewee: No, I have not. I have not looked.

00:07:30

Interviewer: Um, would that be something maybe you would think about?

00:07:37

Interviewee: Yeah, I guess in a way. Yeah, probably. Um, I guess in a way, yeah, this it's, like you said, Privacy paradox. Like I'm trying to be careful in a way, but I'm also not being very cautious either. Um, but yeah, I think it's definitely, probably, it's probably worth it to, to check whether these apps have had issues with privacy and with tracking. Um, but I guess it's not something I ever really thought to look up either. Um, but definitely would consider it in the in the future in future.

00:08:15



Interviewer: Okay. Um, cause that's interesting what you stated about the low location. Um, uh, well, you stayed about taking extra cautions with the location. Cause I'm not sure if you've heard, but uh, like I think in 2018 or so Strava, they had like an incident where, um, I think a person like got into their system and they found that the GPS locations of like, uh, I think of like the heat maps, they go into the heat maps so they could see where people ran. And for instance, they found out like the U S personnel were using the app and they found like the, through the, through their running patterns, like the shape of like the American military base, um, that's like a big security breach like this and that. So like in the sense, it's not only. Personal like personal privacy, but also could be like nationwide privacy, for instance.

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Interviewee: But what's the, um, I don't know if you, if maybe I'm a stipple, was the app aware that it was being used in that way? Or was it just a

00:09:29

Interviewer: It was, um, it's there wasn't those like those, those wouldn't say loophole, but someone got access to the GPS, like heat maps. And so like people of course use it so you can track your run. But then someone got like, uh, access to, uh, to, to those heat maps. And then the shape of the, the shape of the, of the military base could be seen in the middle of U S military personnel were running around. Yeah, I just wanted to say if you had any thoughts on that or like,

00:10:06

Interviewee: That's pretty crazy, I guess you also forget that people can like get into the systems, um, and use it in a, in a certain way. Uh, I don't know. I hadn't actually thought about that either. Um, That's the thing is, I think it's also, I'm just quite oblivious. Like I'd never think that my app is using or could be using my location for anything other than showing me where I've been running. Um, like I don't even, and that's, I guess a fault on my end. Like I don't even think about, about it so much. Um, but then hearing something like this makes me wonder, like all these other apps that I also use that, um, track your location, you know? They're basically able to know where you are at all times, and it can then be used on a, on a larger scale, uh, and not just the personal level. Um, so it does definitely put things into, into perspective. I mean, I'm glad I already do care about the location one the most, um, but also never really thought about it to that extent.

00:11:11

Interviewer: Okay. No, I mean, um, that's like completely fine. Cause it's, uh, it's a common thread where like many people see themselves in the privacy paradox for, I think I see myself that as well, because I say, oh, I care about my privacy. I care about this. When I go onto a website, I click accept cookies. When I go into like the new update of apple, I accept when. I accept without like, um, really reading too much into it. So I can have to say I'm guilty of that as well. Um, next, uh, so moving on. So how do you perceive the privacy threats of using fitness apps?

00:11:57

Interviewee: You mean, like, what are the threats of, of like, like what are the threats to your like privacy?

00:12:04

Interviewer: For instance, like a data could be leaked or parties could have access to your data or, yeah.

00:12:11

Interviewee: Yeah. Yeah. For sure. I guess you don't really know. I mean, maybe it's written in the, in the, in the privacy policies, but these apps could be working with, uh, other companies, um, trying to advertise also trying to sell you things, um, based on your, uh, fitness progression, based on your, uh, I guess in a lot of these apps, you add your weight, you add a lot of personal information, a lot of your dietary, um, information and your location. So I guess. You do wonder whether that's being kind of sold, uh, and taken advantage of by, by, um, exercise companies, clothing brands, um, or fitness companies that are trying to also advertise new products. So I guess it's, yeah, I don't know if I see it as a threat per se to me, but it is. Um, it is definitely like something to be aware of that the information you could be putting in these apps is being used and being sold. Um, and you said the advantage of other, other companies as well, third parties. Um, but yeah, I think also. Yeah. If it's being leaked, like, like the case of what, of the, of the military base, you know, like in that kind of situation, uh, your data, knowing that someone could get access to your data and find out a lot of personal information about you as well as kind of scary.

00:13:48

Interviewer: Uh, and specifically about that, like, did you. Were you when you like you and you used your fitness up for instance, or specifically focusing on that, are you worried about your data being leaked?

00:14:04

Interviewee: Not actively, no. Um, I'm not, no, no. I would say I'm not actively thinking about, about this. Specific aspect. And I think that's also from the fact that I don't take the time to read the privacy policies.

00:14:21

Interviewer: So I'm not really being careful, but I mean, this is just like, in the sense of like, because of a data leak, if that were to happen, it's not necessarily that you had to policy for that to happen. It's just like a worry in itself, right?

00:14:35

Interviewee: Yeah. Yeah. I think it's something I wouldn't be. Um, kind of thinking about like worrying what if this happens, but I think I would be extremely worried if it did. Um, Just just cause it's, you don't know what they have access to necessarily, um, or how it can be used. Um, but I don't actively think about, about the threats like beforehand. You know, I think I would really care. Yeah.

00:15:14

Interviewer: And, uh, okay then what do you think should be done to solve these kinds of threat?

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Interviewee: I guess, I don't know, I guess having, um, but you can't really necessarily control that, right? Like if a leak happens, um, I mean, you can't control it,

00:15:57

Interviewer: But I mean, you can do your best to prevent it from happening.

00:16:02

Interviewee: Yeah. Um, I guess just being, you mean on a personal level, like as a, as the user, I mean, so, uh, the, just like what?

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Interviewer: Yeah, just like, well, yeah, I mean, just to say, I mean, nothing's like wrong, so, I mean, just say what you're thinking.

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Interviewee: Uh, Yeah. I think just being a bit more careful about the information that you choose to, to put on the app, um, because if you obviously can't, you can't control whether a

leak happens, you can at least have some control over the information that would be leaked if it were to happen, you know, um.

00:16:56

Interviewer: And for instance, if you were like the head of like a developer fitness apps, just like hypothetically, and this is not, you don't have to go into it technically, but what would you do to best prevent like a leak from happening?

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Interviewee: Um, better, better, like security measures, I guess, uh, better. Um, also, uh, Yeah, I think a better I'm not too sure.

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Interviewer: I mean, like for instance, you said like, like for instance, like a department dedicated to like full of like security experts to help start with that. Would that be a prevention measure?

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Interviewee: Yeah, I think so. I think so. And also maybe even, um, like certain apps having your own, I guess, uh, password protection. I mean, I guess you have accounts, but maybe a little bit more protection on your, on your account itself. Um, and then at the end then, yeah, maybe a department that's a bit more, um, focused on the privacy and the security measures to ensure that. The information of your users doesn't get leaked. Um, I think that's definitely something that should be prioritized, especially if you are taking so much personal information from people.

00:18:20

Interviewer: Um, and for instance, like a two-step authentication for your account, for instance?

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Interviewee: Yeah. Yeah, definitely. Um, I think that, that word, I mean, that's an added yeah, an added security measure. We definitely could definitely help resolve this or prevent the leaks from happening the first place.

00:18:46

Interviewer: Um, then we can move on then to the next question. Um, that is, do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why/why not?

00:19:05

Interviewee: Um, yes. I think, I mean, I think definitely being more transparent, but not just, um, More transparent as in just giving us a whole load more information, but I think that it should be conveyed in a way that's more digestible and easier to read and easier to understand. Um, if you just create an account and you get this page with like tiny, tiny writing of all the privacy policies, um, You're not necessarily, or at least I won't take the time to read it. Um, also because I feel like it would be worded in a very complicated way, so be being more transparent, but so just being a little bit clear in their, in their language use, you know, and, and accommodating to all types of users, um, so that everyone has the same kind of advantage and same understanding of the, of the privacy policies. Um, I think that that would definitely be important. Um, and if you have it like more in steps, I think some privacy policies have more like that. You have to click through it before you can accept it. Um, just kind of making it a little bit more, um, difficult. Let's say to just skip it and just making it easier to understand as a, as a user. And what it means, because I think it's often written, um, you know, how your, maybe data can be used. Um, but you might not necessarily understand what they're trying to say because of the way it's written, at least from like personally.

00:20:47

Interviewer: Um, yeah, no, that makes sense. So like would changing the format for instance, Like, instead of like, as you say, like a boring, uh, like piece of text, but maybe changing the format or adding onto the, to the document because the legal requirements. So you can't really like it's so has to be there, but maybe adding something else, like, yeah.

00:21:16

Interviewee: I think if they have to have that legal document, maybe prior to that they can have, uh, something that's a little bit more, um, Yeah, easier to understand. Also, maybe with some examples, like if they're trying to say that your data can be used to third party users or third parties can be sold to them. Um, maybe giving an example of what that means, you know, like, like by, by agreeing to this, this means that you know, this and this might happen or whatever, um, 'cause, I can also see that someone who doesn't necessarily understand the lingo then also doesn't really know what they're agreeing to. Um, so something that's maybe if they have to include the legal document to have that kind of at the end that you accepted later,

um, but kind of something that facilitates your understanding of, of what you're agreeing to prior to that.

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Interviewer: Yeah, no, that makes sense. I mean, just like, I think now it's kind of in a boring format, so definitely adding onto something would be think would increase people's awareness of it. Attention to pay attention now, moving on. So if developers of a fitness app added a feature that allowed you to state feedback about how they could improve the privacy of their fitness apps. Uh, would you use it? Why or why not?

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Interviewee: I think so. Or maybe, um, I'm not sure whether some apps have this, but whether they have some things that you can like disagree to, um, like if there's some things that you don't mind, um, your data being used for, and then some things that you can like strictly disagree to, um, and leave out. But I do think like a feature to give some feedback could be good, especially if you've maybe noticed some things that you're not too happy about. You know, you're getting ads that you don't want. Um, then I think it's definitely, I would definitely use that feature, um, just to provide feedback to the app. Yeah.

00:23:30

Interviewer: Um, since you've already stated that you would use the feature, do you think would being incentivised to use the feature such as being entered in a raffle to in like fitness gear make you use it perhaps, maybe even more the feature?

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Interviewee: Yeah, I think so. Yeah. I think that's with most things and like people. Um, won't necessarily take the time to write feedback unless they're getting something out of it. Um, so I do think that that would be, uh, an incentive.

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Interviewer: Uh, and do you think like, um, it would incentivise not only you, but other users as well, do you think more users will share the same sentiment as you?

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Interviewee: Uh, I think so. Um, I think not only having this feature would probably also make me question like, okay, let me actually look into the privacy policy a bit more. Let me actually look into this a little bit more and think about, you know, because you have to actively think about the feedback that you want to provide. So it does cause you to then. Actually consider this a lot more. So I do think people who like me, who kind of tend to skip perhaps the privacy policy and who don't actively think about how the data's being used. If

they're being asked to provide feedback about this, uh, about it, then, um, it'll definitely cause them to think about it a lot more. Um, so I do think, yeah, and I think that people, like, like I said, would be more. I'm willing to do so if they're getting something out of it, um, and then people would be more aware. Also, I think of the, of the implications, um, Which is an important kind of understanding tab. Yeah. Yeah.

00:25:29

Interviewer: And, uh, now, so we'll talking about along the lines of incentivisation, um, do you think that developers or fitness apps should incentivise users to engage with information surrounding the privacy implications of using their fitness apps? (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes)

00:25:59

Interviewee: Ooh, I hadn't thought of this. I think so, actually, um, it's, it's the same, it's kind of the same thought of like, if. If you're getting the user really engaged with the material on the information and they're getting something out of it and it's a bit more entertaining and digestible and not just this boring document. And then I do think, I do think, um, Definitely help, you know, these types of mini games and locking features. I think that that would be a great incentive also to, to allow people to engage with the information a bit more, um, become more aware of the privacy policies and absolutely. Yeah, I hadn't thought of that actually. Yeah. So you would say, uh, I was that's good.

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Interviewer: That's good to hear then. Cause then would you say like incentivisation then would play a key role in making. Um, uses more aware of fitness, uses more aware of the privacy implications of using the fitness apps?

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Interviewee: Yeah, I think because, um, you're probably not aware that you should be aware of these things. You know, like a lot of users me included are very oblivious to, to the privacy policies. If you don't read it. So this would help you like. Become aware of the fact that you should be looking into these things. Um, and it would be in a very engaging way. So I think that that's, um, that's important. So incentivisation would definitely play a big part in, in kind of creating a better awareness and understanding of how your private information could be used.

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Interviewer: And, um, yeah, absolutely We can um move on to the next part of the interview. I'm going to um explain briefly what we're going to do, it is quite self-explanatory. There have been research institutes that have suggested um recommendations on how developers of um fitness apps could become more transparent in communicating the privacy implications of using the fitness apps to um end users. I will go through um each of the seven recommendations and ask um what you think about it. So I will go through them one by um one, and then we'll have um a little conversation about it, about what you think. Do you have any um questions before I state the first recommendation?

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Interviewee: No.

00:28:46

Interviewer: Okay. I'll start with the first recommendation, um, is that, uh, developers of fitness apps should create a short video that goes with the written privacy policy, which highlights the most important points. Um, what do you think of this recommendation?

00:29:05

Interviewee: I think it's a good one, actually. Um, Like before, when we were talking about it, uh, of having kind of like a summary or something, you know, something that's a bit simplified. Um, that explains each point, I think is already really beneficial. But then in a video form, um, where you don't necessarily have to read it and you have someone explaining it to you, uh, maybe giving examples. I think it, it could, it could be a benefit. It could be a positive addition to, uh, and especially if it's also the, I think there's something about maybe having the fitness instructors of the app, explaining this to you. You might be a bit more willing to, to, to listen and take part and yeah. Yeah, digest the info. Um, yeah, I think he could be a good recommendation.

00:29:51

Interviewer: Cause it's like it wouldn't like replace the, like the written privacy policy. It would supplement that. Cause the privacy policy is legal. I think. Um, I think legal requirement or like it has to be there.

00:30:04

Interviewee: Yeah. Yeah, it would, it would, um, Like, yeah, it would just kind of clarify points I think, and, and make it easier to understand. Um, and also in a different format, I think listening to something, watching something, um, might be beneficial to a lot of end users as opposed to having to read the document in itself. Um, and you might be more



inclined to actually read the document afterwards, if you have a bit of a better understanding, um, uh, thanks to the videos.

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Interviewer: And I'm like, what kind of, uh, like, cause you may touch on a bit tough stock up on it that it would be, you would want like maybe finish instructors, like telling you it, but what kind of format would you like want it? Like, would you want it like, uh, for instance, like an animation or like real life or like a mix?

00:31:00

Interviewee: I think the, the, I do think that in this particular case, An animation is probably the best way to try and convey information. Um, because yeah, I mean, I mentioned the fitness instructor, but if I think about it a little bit more, I think having the visuals and probably having some of the terms highlighted in the video and not just someone like speaking at you, um, would be a better way to convey the information. So, yeah, I think animation is definitely a, a good format to use. And then using examples, you know, like, um, you know, we're, we're selling, we work with these, uh, third parties or whatever we sell the data to this, and this is how they might use it. Um, you know, kind of so that you can relate to it and you can actually understand it.

00:31:52

Interviewer: Um, No. Okay. I think no, I was, yeah. You who have very clear that answer. So I think, and then I can move on to the second recommendation, um, that is that, uh, developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. Um, what do you think of this recommendation?

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Interviewee: Yeah, I agree completely. Um, Like, uh, like I said, like, I think it would, I would want to know, uh, first of all, what types of, um, third parties they work with? Like, is it related to fitness? Is it, are they working with them in my benefit also? Like, is it gonna benefit me? Um, what kind of, what exactly are they sharing with them? Um, And how is that being used? You know, if it's to, to send me ads about things that are related to my fitness journey, you know, like if through my weight, they're advertising, uh, these detox and weight loss plans, like I want to know whether this is what my data's being used for. Um, I do think that that's important. Uh, For sure. So I think definitely having a clear overview of, of who they work with and how it's being used with, by those third parties, uh, is important and, and would be useful.

00:33:19

Interviewer: Yeah. Because for instance, would, would like, uh, a fitness app and the privacy policy, if they stated a certain third-party would that, that they shared that, that they shared your data with. Would that have an impact on your decision of using the fitness app?

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Interviewee: If it's, I guess it depends on the third-party that they mentioned. If it's something I feel isn't really uh, necessarily related to the fitness app, isn't really in my benefit either. Um, then I would kind of find it a bit questionable, you know, that there, uh, that my data's being used, uh, by those third parties. Um, and then if I don't necessarily agree with it, then I think it is important to, to have that information and to be able to decide whether you want to proceed and accept, um, the privacy policy or not. So I do think, I don't know. Yeah. I don't know what exactly would stop me from signing it, like if it was maybe a specific third party or, uh, just not really also understanding why this third party might be using my data could, could have an effect on, on whether I want to go through with it. Yeah. But these are things that I'm not actively thinking about because I don't feel like the information. Like available to me.

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Interviewer: No, no, it's good that you say that it's because then it increases their transparency and although they could get like less people using it, it shows that they're like a company with aware. Yeah, exactly. Okay. Um, then we can move on to the third recommendation is then developers of fitness apps in the privacy policies of their fitness apps should have the contact details of their data protection officer included. Um, I'm going to explain what it is. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. So, uh, what do you think of this recommendation?

00:35:51

Interviewee: I think. Um, I think it's important as an end user to know. If you have questions or concerns that there is a number you can call or contact, you can, uh, reach out to, uh, to express those concerns and to get some clarification and some more clarity. I don't know if I would necessarily use it, but I do think that as a, as an end user, you feel a lot more heard and you feel a lot more valued. Um, if you, if that is available to you, you know, um, I do think that it's important to be able to have a department or someone dedicated to making clarification's and answering your questions and, um, regarding privacy policies. So I do think

it's a good, uh, I don't know whether I would use it personally, but I think it it's definitely important to have that available to the end user.

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Interviewer: Um, why would you. Stay that you wouldn't maybe necessarily use it?

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Interviewee: Um, I dunno, I think I, unless I had a really heavy concern then maybe, but if I'm just trying to, uh, understand how data's being used, I feel like I would first turn to other other resources. Um, maybe doing some research online. Um, but if I had like an actual concern related to the specific app to something that maybe I noticed to something that, um, You know, if I felt my, my data wasn't being used in a way that I didn't, I didn't like, or didn't consent to or agree with, then I think, uh, I would call. But if it's just for general kind of, um, clarification about privacy policies, I would, I would first turn to other resources before contacting the data protection officer, but I do think it's important to have it in place. And to be able to use it. Yeah. Kinda wondering how this recommendation and the others have not yet be used by developers of fitness apps.

00:38:03

Interviewer: Uh, okay. Uh, then we can move on to the fourth recommendation. That is that, um, when privacy policies are updated in fitness apps end users should get push notifications to notify them that there has been a change and give them a short in-app overview of the changes made. Uh, what do you think of this recommendation?

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Interviewee: Yeah, I think I've, I've noticed this about some apps that I use already, not necessarily fitness apps, but, um, I do like being informed if they're making changes to the policies, because do you agree to one thing in the beginning? And if they're making these changes, whether you read it or not, you should, um, have the possibility to, to agree again, or at least be aware of the changes that are being made. Um, and then I think for something like this, you know, if. Um, if it's unclear, maybe even that first recommendation of, of having like, um, extra resources to understand it better would be also beneficial. But I do think the end user of the updates and the changes is, is important, um, as like a notification or like a, like a pop-up when you next open the app or something that you have to, that you see this before you can proceed with using the app. I do think as good.

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Interviewer: Cause it's like letting users be aware and it's also then again, increasing your, uh, uh, the, the, the fitness apps transparency.

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Interviewee: Absolutely. Yeah.

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Interviewer: Okay. So the fifth recommendation, um, is that, uh, the language of privacy policies should be written in a more easy to understand language. What do you think of this recommendation?

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Interviewee: Yeah, I think that's one of the main reasons. I also don't read them necessarily is because I feel like I'm just going to be reading lots of big, complicated, convoluted sentences. Um, and I think that that's an issue for a lot of people. Um, so if you can change the actual document, um. All the other recommendations that you've mentioned, like the videos or, you know, the updates and everything like written in a simplified form, like maybe bullet pointed or with examples, um, is, is extremely important, especially for things that, that, you know, it's, it's your privacy. And if you're skipping the privacy policies, because you have difficulty understanding it in the first place, I think. Like a big shame as well. Um, so I think making it more available to all, all users, you know, um, and changing the language is, would be one of the, one of the big ones.

00:41:02

Interviewer: But do you think maybe if you were to make it a little bit too simple, the privacy policy, but that maybe not lose its meaning for instance?, just playing devil's advocate.

00:41:18

Interviewee: Yeah. I mean, I think in a way it might make you not, you might not take it or it might not stress the seriousness and importance of it as much, but then at least, you know what you're reading and getting yourself into, um, Minus all the complicated terms. Like if you can simplify it without losing any of the important information, then I think that's a big, that's a, that's a big asset to, um, Because I think you're more likely to understand the importance of the privacy policy. And if it's written in a form that you can understand, and it's easier to not understand it at all and not really know what you're getting yourself into because of the complicated language. So in a way it's a bit of both like, yeah, maybe it won't be. Maybe it will be too simplified, but then at least people understand what they're reading as opposed to just skipping it entirely and not being aware of it.

00:42:17

Interviewer: Um, like finding a balance maybe?

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Interviewee: Yeah. Technical language and yeah. I mean, I think that's what the other recommendations, like, I think rather than changing the policy itself and the way it's written and like. Extra information or like videos or like the summary, the ends that bullet points it and in less convoluted language, um, as like an added thing, not necessarily taking away from the policy.

00:42:51

Interviewer: No, I think not, that was that's like, I think I agree with that statement, right? I mean, you can change a bit, but then it's like the, you might have a fear of losing it. So maybe just keeping it the same and then having supplemental, like formats, which have highlighted the most important points just in a different format would be more helpful. Yeah. And then we can move on then to the sixth recommendation. Uh, that is that, uh, a FAQ section should be included on the websites of the developers of fitness apps regarding common questions concerning the privacy implications of using their fitness apps. Um, what do you think of this recommendation?

00:43:37

Interviewee: I think it's good. One, I think it's good users who want more information. Um, and who are like, who are interested in knowing more about it? It gives them a platform, you know, to turn to, I think if you. Um, where to add all the information, everyone that they work with and everything in the privacy policy. It's not going to incentivise people to read it as well. You know, it's like just adding more information on top of something that's already difficult to digest. So if you're also personally interested in knowing how your data is being used in like greater depth, then I think you should have this like FAQ section that you can turn to and then have the data protection officer, uh, uh, contact as well. Um, just kind of providing the user with as many resources as possible to have a better understanding, um, I think is, is super valuable. Um, and I think it's better for the user. They also feel like it because if you don't have this section where you can find this information, you might also wonder, like, what is the app trying to hide like? Why is it not easy for me to find out how my data is being used? And you're much more likely to use an app if you have all the facts. Um, I think, uh, than if, if stuff's kind of being hidden from you or not easily accessible, um, Yeah. So I do think the FAQ, the having like a contact are like positive, like additions to the apps. Um, and you're not forcing it on anyone, but it's there if you wanted, if you want it.

00:45:24

Interviewer: And would you use it yourself?

00:45:27

Interviewee: I think so. If it's in the policy that I'm signing, it doesn't necessarily mention. The third parties, for example. And I'm interested in knowing that, that I would definitely turn to the FAQ. Um, and I think in FAQ is also often written in, in also more simplified language than the privacy policy itself. So I would, I would turn to that if I, if I wanted to find some clarification.

00:45:57

Interviewer: Okay. Um, now then, um, moving on to the last recommendation, the seventh one is that, uh, the developers of fitness apps should program into their fitness apps, a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

00:46:18

Interviewee: This is, um, like, regardless of whether they've made any changes or not?

00:46:23

Interviewer: Yes, this is regardless whether they've made any change.

00:46:25

Interviewee: Okay. Um, I don't think it hurts to get like a notification once a month, like, Hey, um, check out your privacy policy again and check out these resources. If you have any questions, um, I don't think it hurts. I don't think the app, uh, the fitness app loses anything by doing that necessarily. Um, and I think it's important for their transparency to show that they do care, um, that it's not just a policy you're accepting when you first, um, download the app and then you kind of forget about it. It's also like a reminder, um, that these are things you should be aware about. Um, So I think it doesn't hurt it doesn't, um, it wouldn't bother me as, uh, as the user to get a notification every now and then. Um, I don't know whether I would go back and check it if there weren't any changes made, but I do think it's it's um, yeah, it doesn't hurt. And then it might also cause people to think like, oh, you know what? I actually noticed this one thing, or actually now I'm curious to find out what, um, now that I've used that. Uh, now I'm curious to find out what my data might have been used for, you know, so I do think it's, yeah, it doesn't hurt to have it in it's it's only, also beneficial, like to showing that they're being transparent and that they don't want to hide anything from, from us and that it's taken seriously. Um, yeah, I think all these recommendations are. Like they don't, they wouldn't take anything away from the experience as a user. And they would only make you feel a little bit more reassured, um, that you can find the information if you want it, that you're being not kind of just taken advantage of as a user. Like most these recommendations are helping

developers of fitness apps go in the right direction when it comes to increasing their transparency level when it comes to telling users the privacy implications of using their apps.

00:48:19

Interviewee: Yeah, cause that's, I was just going to ask, like, is there any recommendation that you can still remember, which kind of, um, like stands out, which you would think, oh, that's so that's a good one that you should really implement. Maybe they should really implement that one?

00:48:35

Interviewer: Um, I think, I mean, there's a few, I think. And from the start, I've already thought like the language is a big factor, um, which I think affects a lot of users. So I think in some way, having a section, that's easier to understand whether that's in the form of an FAQ or like a summary at the end. Um, I think is, is key. Um, and it's kind of easy to assign. language can also be seen in the first recommendation, like using a video is like a different way of communicating. Um, and it'll be using different language already as a video. So I think that's what stands out. And I think that can be implemented in different ways, uh, to help the user, um, And yeah, I think the FAQ is also a good one. Um, knowing that you can find the information, if you want to look for it, if you want to see more like to read more about it. I think those would be the main ones.

00:49:41

Interviewer: Would you still, like, of course, like, would you still take extra or would you then take a, still take extra precautions of your privacy when using the fitness apps or would these kind of recommendations sort of put your worries kind of to rest?

00:50:03

Interviewee: Um, it would make me think about it a lot more. It would not put my worries to rest, because I think its also my responsibility if I use an fitness app and somehow they leak my data or invade my privacy in some other way. As its my responsibility to find out before I use a fitness app, the history of the developer of the fitness app and see if they have good security and have good ideals when it comes to privacy. Although these recommendations are good, I would definitely see myself taking extra precautions when it comes to privacy.

00:50:56

Interviewer: Um, just out of curiosity what are your thoughts about incentivisation and making people aware of the privacy implications of using the fitness app?

00:51:25

Interviewee: I think hmm, difficult to say. What actually, wait a minute, I think that the recommendations that you stated provide a good platform forward, however I think incentivisation would help to get some people to actually look at the information regarding privacy the implications of using the fitness app. Hmm, and to add on, I would not put myself in the same bracket as those people.

00:51:23

Interviewer: Um, no, I, I agree with what you stayed there. Uh, I think now, um, if there's, uh, the end of the interview, so I just want to state, is there any, before we completely wrap it up, is there any, uh, questions or queries you have, or do you want to go back onto something that you miss said or any last thoughts that you have?

00:51:44

Interviewee: I just wanted to state that now when I gather my thoughts a bit, there is only so much the developers of fitness apps can do when it comes to transparency, like they can be as transparent as possible and still some users would not pay attention. Thus although these recommendations present a good start, we also have to acknowledge the responsibility of the user. and I'm just wondering, like, what are you, what are you hoping to. Um, like, are you trying to, yeah, what's kind of your, I guess what's what are you going to write about? Like, what are you hoping to get out of these, these interviews in a way, like different perspectives on privacy policy and?

00:52:27

Interviewer: Basically, I'm just, uh, I I'm like I've done these recommendations and I've asked you like lots of different questions about transparency and things like that. I just want the user's perspective on how, like, if these developers or fitness apps should, um, improve the transparency of the, in terms of communicating the privacy implications of using. Uh, of, of their fitness apps and just like seeing these recommendations and seeing like what users find the most, um, attractive. And, uh, as you stated earlier, digestible way of, um, uh, of, of, of receiving this, this, this information and making them more aware of it because, uh, yeah, and that's not necessarily, I'm not expecting anything from this, but it's just, I'm just curious to see what users, um, Such as yourself or fitness apps think about these recommendations. So, yeah, I mean, I that's, that's what I'm, that's just in a sense when I'm, uh, I'm doing my research on.

00:53:31

Interviewee: Yeah. Well, you've also given me a lot to think about, about privacy policy so much, but talking about it, I was like, oh wait, you know, like these are questions that you



should be asking and you're not necessarily asking them because It's not necessarily, uh, available to you in a way that you can understand it. So, yeah, it's definitely given me a lot to think about as well with all the apps and fitness apps I use.

00:53:53

Interviewer: I just want to say um, thank you very much um for taking part of this study. I just want to reiterate that as stated in the informed consent form um which you signed, that if you um decide afterward um, that you do not want your data to be used in this study, you can contact the um e-mail which is at the top of the um informed consent form, which you signed. Your data would be then deleted um and not used in this study . You can also contact the e-mail, which is at the top of the informed consent form um if you want, to ask any questions about the study. Once again, I thoroughly enjoyed, uh, this discussion, uh, as you stated, it brought up questions, but you brought up, uh, some good ideas, which I haven't come across yet. And haven't thought of, so I just want to thank you for that. And I just want to wish you a. Oh, lovely day. And thank you very much.

00:55:11

Interviewee: Thank you. Thank you. Have a nice day.

Interview 9 (Dustin)

00:00:01

Interviewer: I just wanted to thank you taking part in this uhm interview. I just wanted to re-iterate some, important points from the informed consent form which you signed. As already stated in the consent form that you signed you don't have to answer any question uhm, if you don't feel like answering any questions. You can stop participating at any time of the interview just let me uhm know. If you do feel uncomfortable just let me uhm know, we can stop uhm, the interview. You will stay anonymous in my data, so nobody can uhm identify you. The recording of this interview, will be stored safely. Do you have any final questions?

00:00:31

Interviewee: No, I think it all sounds very clear.

00:00:34

Interviewer: Okay, perfect. Uh, then I'll start with the first question. Uh, do you read the privacy policies of the fitness apps you use? Why, um, why not?

00:00:45

Interviewee: Um, no, mostly I would say that I do not read the privacy policies of fitness, fitness apps. I use, I believe, uh, I'm sometimes a quick, a bit quick to skip through the privacy policies and tend to just accept it as I expect it to be the same policies as, uh, as other apps and other programs that I might use. But, uh, But I have had the feeling that I do need to know what, uh, what lies under these policies. And, um, and I've definitely read it once or twice, but I tend to just skip through it.

00:01:24

Interviewer: And is there a certain reason as to why you skipped through it and not read it thoroughly?

00:01:30

Interviewee: I think the main issue with it is the presentation of the policies. Um, when you click on them, it's, it's a lot of texts and it's, uh, it's just a lot of information that that might need to be, it needs to be memorized and thoroughly read through. And I believe, uh, the presentation of it, of just receiving this, this mound of text and then having to read through it to accept some policies that I think I might know. Um, that that makes me, makes me want to skip through it quickly. And then sometimes I might, I might skim it, but, uh, there's a lot of underlying facts that I might not catch that way, but that, that is primarily why.

00:02:10

Interviewer: And do you think they are written in a hard language to understand?

00:02:17

Interviewee: Um, I believe. Certain parts could be simplified. Sometimes it can be a bit complicated to understand what it's about certain policies, which, um, yeah, which I, which I don't directly know what they're, what they're talking about. If it's data handling or something like that. And it can be difficult to understand, but, uh, but I would say mostly, mostly it comes through, but, uh, but no, you're right. They can be quite hard to understand sometimes. Okay.

00:02:45

Interviewer: Uh, then I'll move on to another question. Uh, do you take extra precautions precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password)

00:03:15

Interviewee: Um, I do not. And this is something that I feel that I should start doing, especially in the time we're living in where privacy is becoming such an issue with shared data online. And, um, these precautions can be quite, quite important to take now. Um, I am. Aware that my privacy, uh, can be breached when, when I accept some of these policies, uh, in, in, in a fitness app. Um, but, uh, but no, I actually did not take any, any extra precautions. And I believe one of the precautions that I should take is it's authority read through the policies before I start accepting them.

00:03:41

Interviewer: Um, for instance, so then you don't like read upon the developer of the fitness app and see if they had any privacy issues in the policy before you use it?

00:03:53

Interviewee: No, no, I would, uh, I would not look into.

00:03:57

Interviewer: Would that, would that be something that you would want to look into maybe after this interview, like with other apps and fitness apps?

00:04:06

Interviewee: Yeah, I think, uh, I think it's, it's clearly becoming very important to do that now. And, uh, that's definitely something that I, that I need to start doing. Um, And I would, if the information was provided, uh, thoroughly, and if, uh, if there was some way of linking to that information through the, the, the privacy policies and maybe in some way, these apps could be more transparent. So certain information that, that I would like to know before reading

through, uh, through the policies. So, uh, so if it was made a bit easier than, than, yes, I would definitely start taking more precautions to these, these policies.

00:04:46

Interviewer: As well, cause under like the extra precautions I do you create like strong passwords for like the fitness apps you have, like now and just, uh, other apps?

00:04:59

Interviewee: Um, again, this is something that I'm a little guilty of. I think, uh, my passwords are too simple. Um, And, uh, sometimes I will, I will try and make them a little more complicated, but I think it's the fear of forgetting the password and not wanting to write it down anywhere because of, uh, because of other privacy issues. So, so, um, no, I don't think a long passwords is something I, I use as a precaution, but, uh, but definitely should start doing yes.

00:05:33

Interviewer: And that's just not in general, like just fitness apps, but just like apps in general. So it's not necessarily just create strong passwords for fitness apps, but also all the apps that you may happen to use.

00:05:51

Interviewee: Yeah, I think, um, I think overall, I, I need a certain strength in a password. Memorable, um, but something which, which definitely uses enough characters and numbers to be able to like, to be very, very hard to guess. Um, but I do find myself updating my passwords every, every year or two, when I see how, how common it is to, uh, yeah. To sort of have a breach of privacy and, uh, for someone to get access to these accounts. So I do find myself often, uh, creating a higher standard for myself of how complicated passwords should.

00:06:29

Interviewer: Uh, I think I can move on then to, uh, another question. And that is how do you perceive the privacy threats of using fitness apps?

00:06:48

Interviewee: Yeah, no, that definitely makes more sense. Um, um, I'm very aware that they're existing and the threat of sharing information and my data being breached and sold online, uh, in marketplaces. But, uh, I think I've, I've because of these threats, I've become quite a private person in terms of how much of me is, uh, is online at the moment is shareable. So I think, um, The way I might perceive the threats is that, is that they've led me to, to minimize the amount of, uh, the amount of my personal life. That is, that is accessible online. So, so these threats nowadays, uh, I see as maybe less of a threat because, uh, maybe my number or my

email could be shared. Um, in these breaches, uh, but however, um, except for spam spam messages and such, um, I don't really think that the much more privacy can be preached from me because of how much or how much I limit myself to, to putting myself online.

00:08:04

Interviewer: Okay. Um, Um, cause the next question revolves around maybe what do you think, what do you think should be done to solve these threats? So if I were to say like, cause you said you were a very private person, I am interested into what you have to answer to this question.

00:08:40

Interviewee: Um, I think, uh, I think firstly in terms of preventing a data leak of course primarily it's, um, it's often a job of the it department in a company that they, uh, they need to invest a lot, uh, in defense systems, so that breaches, uh, can very quickly be, be minimized and be, be stopped. Um, but, uh, yeah, if it's not directly it related, then, then I believe that, um, as a developer of a fitness app, you can also limit the amount of data that can be taken from a customer and try find a balance between how much data you need in the app to, to be able to give the customer their product they want and how much they're willing to, to give away online. So, so I think a certain transparency with the customer would also help in, in solving some of these threats because the customer might be wearing more aware. Um, of the threat and how much they, they then choose to fill in, into these forums and these apps. So I think that could be helped the, to stop some of these threats.

00:09:48

Interviewer: Also like, would you say one of the ways to possibly stop a leak from happening is by hiring like specific, um, not a hacker, so to speak, but people to help secure like the, the private, the privacy of the data?

00:10:11

Interviewee: Yeah, definitely. Um, I think, uh, yeah, maybe that relates to the first point that I said that a strong it department is definitely fundamental in stopping these threats and, uh, having a very high budget for cyber security is so important nowadays, especially for. Uh, developers of fitness apps because, uh, everything will be, would be run through through one server location. And, uh, if that server is breached, then, then the data is obviously shared, shared throughout the world. So, so I think definitely having a very strong cybersecurity team is. Extremely fundamental today when, when it's getting easier and easier for people to learn how to get through these systems. Um, and that should be essential for every developer to, to, uh, have a high, high budget for that department.

00:11:01

Interviewer: So then off the base of that answer, then you would give that sort of the cybersecurity team. Like it wouldn't be small in size, but it would be quite big then?

00:11:11

Interviewee: Yes, I believe so. It, uh, it would all depend on, uh, how important the information is that needs to be, needs to be stored and the, uh, not shared and, and defendant. Um, and, and of course, how big. Like the company is and can grow and how much reach they have. Uh, if it's a lot of personal, uh, data which breaks a lot of privacy laws, then it is extremely important for, for the company to have a very strong, uh, cyber security team for the app that I do definitely think.

00:11:43

Interviewer: Yes. Okay. Because, um, And I'll move on to the next question. Sorry about that. um, do you believe that developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why/why not?

00:12:11

Interviewee: Yeah, I think, uh, this is definitely some, yeah, I definitely agree with that, that, uh, I think they need to be a lot more transparent in how much, uh, information they need for the apps and definitely regarding their privacy implications from using these apps because, uh, nowadays so much of our information is shared online through all these external, external companies and accepting cookies and an app. And then accepting these terms and conditions. And a lot of, uh, consumers of these apps are completely unaware that they're, that they're agreeing to share their data in some of these forms. Um, so I believe that for, for a company and an app to, to come forward and be extremely transparent as to, uh, how much data they will take from you and what it will be used for what. Would give a customer a definitely a sense of loyalty as to, uh, knowing beforehand that that some of your data could be used for marketing purposes or, or other things. And I think that would help a lot with, with bringing even more customers in because, uh, yeah, you might be more. Uh, inclined to stay a customer of this application. When, when you, when you know, you can trust them with a certain amount of information. So I definitely think that the, if there are a lot more transparent, they could, they could, um, bring a lot more customers in and people would feel a lot more safe with using their apps. So, yes.

00:13:42

Interviewer: Um, just to follow up on that, do you think the format in which. And they state the privacy implications of his maps now. So for instance, I mean, it's, it's legal for them to

have a written privacy policy, but do you think maybe changing the format? Um, like for instance, in a video or in some other interactive media would help, uh, people more understand the privacy implications of using the fitness apps?

00:14:13

Interviewee: Yeah. I definitely think that a change of format would, would help a lot. And maybe, um, if not texts, then you have video or audio could be a way of getting more people to, to actually listen to some of these. There's policies and read through them or see them. Um, I think, uh, in today's society, people have a really, really small attention span, uh, because of social media. And this just means that when you open up, uh, an really, really long block of text, nobody will. Most people will not take the time to read that because of the quick attention span that we have now. And, and I think if, um, if you use the form of visual interpretation or, or use the audio, you would adhere to the consumer in a different way, and then they'll be able to a lot of them, I believe, which would read and then hear a lot more into the privacy policies. Uh, definitely I think a change of format would help, yes.

00:15:13

Interviewer: And you personally, would you also, if they were to do another format, be more, uh, like, like pay attention to that, if it was in a different format?

00:15:26

Interviewee: Yes. Yes. I definitely think I would. Um, and that goes hand in hand with the transparency of information that they would present. So with the right format and with the right of information, I believe, uh, for me personally, it would, it would definitely give me a sense of a sense of trust, um, with how much they're willing to share. With me, and that would relay on how much I'm willing to share with them. So, so for me, yes. I definitely think, uh, if, if the policies were presented in a visual format and they, and they, they were transparent about, uh, where my data is being used and that would, that would help a lot for me. And I would definitely stick around and listen to, to everything they would have to say about, about their policies, for sure.

00:16:11

Interviewer: Yeah, no. Um, cause out of the research, which I did, um, there was a study done, which they read privacy policies of fitness apps nowadays. And it took them between 15 to 20 minutes just to read one and considering that most. Users have like more than one fitness app, so to speak then takes about 40 minutes in total to read the privacy policy now. And yeah, it's just like what, you've been, what you stated earlier with the difficulty level and, uh, you like, you skim through it. I mean, I don't think you're the only one to do that.

00:16:52

Interviewee: Yeah, no, I definitely think that could, that could help a lot. And, uh, I think it's also interesting when you, when you take these reading tests online that certain people, uh, we actually realized we can read a lot faster than, than words are presented on a screen. So, so if, if a format would be changed, we can actually consume the information much faster than just having to read through the entire block of text. So, so those four and 40 minutes I believe could definitely be cut in half with, uh, with the right format. Yeah, no for sure.

00:17:23

Interviewer: Yeah, no for sure. Um, I think we've exhausted that topic a bit. So I'll move on to my next question. And by the way, if you have any questions in between, if you want me to repeat something, uh, just feel free to stay whenever. I will be happy to repeat something if something's not clear.

00:17:41

Interviewee: Sure, definitely. Thanks. Okay.

00:17:43

Interviewer: Uh, so now moving on to the question, if developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of the fitness apps, would you use it? Why/why not?

00:18:01

Interviewee: Yes. I definitely think I would use it. Um, I think the ability to give feedback to a company, especially about something like their privacy and, and, uh, certain data breaches or something that's so important for a company to, to actually hear if their system works and if, and if people actually read it and, uh, if they had set up some sort of feedback form, the company would at least be able to, to know where improvements are needed. Uh, and it is something that I would use because it, at least in the, in the case that I would have a, a less positive experience than, than, uh, I'm definitely the type of person that would, uh, that would write about it and tell them exactly what my experience was with the hopes that, that they would improve it. And, uh, if I would see the improvement, then that would definitely incline me to, to keep using this app and become a loyal customer through, through the, the feeling that, that your feedback is heard and that they, that they actually do something with yeah. With the. So, yeah, I do think so.



00:19:10

Interviewer: Cause that's interesting that you stayed there because my next sort of question, um, has to do about incentivisation, would being incentivised to use the feature such as being entered in a raffle to win fitness gear, like incentivise you even more to use the feature?

00:19:29

Interviewee: Um, yes and no, I think I will have to argue both sides of that because, um, yes, because. If it's a very simple raffle and it's something that doesn't require anything of me other than entering it and, and, uh, maybe, uh, paying a small fee, then, then yes, I would. Um, if it's a, obviously with the right rewards, then, uh, I would definitely be incentivised to be a part of that. Um, of course they are not requiring too much from me, but I would also say no because. I think recently I have become very aware that a lot of, a lot of companies, a lot of brands, a lot of apps, a lot of people, um, use these raffles and use these consumer based, um, Yeah a games if you will, to, to, to pull in more people. So I, I sort of, I feel like I've become aware that it's, that it's a marketing ploy in a way, a marketing strategy to, to just get as many people in as possible. And, and I've definitely been a part of some of these raffles in the past, then. I think the, the chance of actually winning something is so small and in regards to what you're giving them. So, so I would have to argue for both sides of it, that, that, uh, I would be inclined to, to use the feature, but I would have second thoughts about it, for sure.

00:20:58

Interviewer: But would you say for instance, it would have incentivise the majority of people or not?

00:21:06

Interviewee: Yes, definitely. No, it's my personal, uh, awareness of this topic.

That's coming into play in me, me wanting to wanting to say no, but, but for sure, the majority would definitely enter the raffle, uh, for the sake of winning something and it would pull a lot more customers in and, uh, yeah, definitely the majority would be using this.

00:21:31

Interviewer: Okay, but not the, not you, maybe.

00:21:35

Interviewee: It's a bit of a personal class I want to sell for myself.

00:21:42

Interviewer: No, uh, that's perfectly fine. Um, because we, now we're going to, the next question also has to do a little bit about incentivisation as well. And is do you think that developers of fitness apps should incentivise users to engage with information surrounding

the privacy implications of using their apps? (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes).

00:22:18

Interviewee: Yeah, I think, uh, I think that sounds like a really, really great idea of how to make users engage more with the information, uh, and the privacy implication. I think, I think creating a format like that and making it an engaging experience would, uh, would not only help more people to actually read through it properly or, or, or, uh, educate themselves on these privacy policies, but it would also, um, It would also, uh, Uh, drive up the engagement of it much more, a lot more people, I think have an easier time being entertained by something like an engaging a game or something than, than amount of texts. Like we talked about, I believe this form of format would, yeah, it would mean that a lot more people would be using it then. And, uh, definitely engage with it more and want to learn. And, and I think another, another great thing. It would be that, um, in the form of a visual learning, instead of reading that also triggers, uh, um, some, some positive things from memory. So certain people would be able to remember more of the policies when they've been through this engaging experience and have to have to do something themselves to, to, uh, get more of the information on that. That would definitely make that, that more people would remember the policies. Yeah. So I think that's, that sounds like a really, really, really cool idea.

00:23:46

Interviewer: Do you think like mini games now, you think mini games would be a helpful format to convey the privacy implications of using the app?

00:23:56

Interviewee: Think, um, if done in the right way. Yes, because I think it would definitely help with engagement and a lot more people would, would, would read through it and have to be more engaged with the policies. Um, however, If done wrongly, it could also backfire because of, uh, how important the policies are and they can't lose their, their, uh, their level of seriousness, of course. And I think in the format of a mini game, people could easily confuse it between a fun game that they might just want to play and get through and then maybe not put as much focus to the actual policies that are being taught in the game. So, so yeah, I would say if done correctly, then it could be a very interesting way and a useful way to get people to engage more. But, but if done a little too child asleep, uh, then it could also backfire and it could do the opposite.

00:24:53

Interviewer: And that's where the incentivisation comes in, because then there'll be incentivised to play the mini game, for instance, um, like, uh, to save up points so they can unlock like a new feature in the app or get like a percentage of, of clubs. Would that be then incentivisation plus, like, uh, for using the mini game, for instance, would that, do you think, just to go back to what you said, would that diminish. Um, like what you just described.

00:25:24

Interviewee: Yeah. Yeah, I believe so. I believe that's just the extra incentive that certain people would wouldn't eat because, uh, I think people are willing to sacrifice, uh, certain parts of themselves for, for a percentage off on something in a, in a store or something. So I think that would drive up the engagement of the last people that, that wouldn't enable for sure.

00:25:47

Interviewer: Yeah. And would it personally speaking, would it for you as well, or?

00:25:55

Interviewee: um, again, this is, this is why the personal thought comes into play. I think generally speaking. Yes, it would. And personally speaking, I think I would, uh, yeah, the second I see, uh, that they're trying to get me, get me to get it through something with, with discounts and stuff. I think, uh, I would probably probably get out of the app, but, uh, but that's a person. Personal a dilemma that I have with myself and I'm giving myself too much to, to market employees. But, uh, but generally speaking, I probably would. Yes.

00:26:29

Interviewer: So you see through the marketing schemes of these big corporations, then?

00:26:34

Interviewee: Sometimes. Sometimes.

00:26:42

Interviewer: Um, now we're going to move on to the meat of the interview, so to speak We can move on to the next part of the interview. I'm going to explain briefly um what we're going to do, it is quite self um-explanatory. There have been um research institutes that have suggested recommendations on um how developers of fitness apps could become um more transparent in communicating the privacy implications of using the um fitness apps to end users. I will go through each of the seven um recommendations and ask what you think about it um. So I will go um through them one by one, and then we'll have a little conversation um about it, about what you think. Do you have any questions before I state the first recommendation?

00:27:31

Interviewee: No, that sounds good.

00:27:32

Interviewer: Okay. Without further ado, then the first recommendation, uh, developers of fitness apps create a short video that goes with the written privacy policy, which highlights the most important points. What do you think of this recommendation?

00:27:50

Interviewee: I think that's a really, really good recommendation. Um, as we talked about, I think it would help a lot with user engagement and user loyalty. Um, and it would definitely make so that more people would. Would read into it more, um, the danger with it could be that the, that it highlights the most important points. **And, and of course it's arguable per person. What the most important points of a privacy policy policy are. So for the consumer, the most important points might be what, how their data is. Whereas for company, their most important coins that they think the consumer might might need to know is, uh, maybe something else to do with the forms or, or how much information they are willing to give. So I think, um, short video would definitely help with engagement, but, uh, but again, it would be difficult to.** So argue what the most important points are, but I definitely think that overall it's a really, really great idea. **And this recommendation would help provide a good start for developers of fitness apps to increase the transparency concerning the privacy risks of using their fitness apps,** but that it would be difficult to figure out what parts should be included in the video exactly.

00:28:59

Interviewer: But then for instance, because the short video would be accompany the written privacy policy with every point in it. So it's not as if like the video is supposed to be. It's like a supplement, right?

00:29:16

Interviewee: Okay. Yeah. So it's more than, uh, an additional thing to, okay. Yeah. In that case then if, if, uh, if the idea of the video is to get people to, to read more into the full policies, then, uh, then I only have positive thoughts for that recommendation. **I like the idea of the format of the video, as you can be more creative with a video and because of that it makes the information more digestible.**

00:29:48

Interviewer: And just, uh, like what kind of a question is that? And what kind of format do you think this video should be in? So for instance, cartoon or real life, or?

00:30:01

Interviewee: Um, I believe it would depend on the company and the overall a brand design, and then how much a certain style would adhere to the brand design of a company. But, but if it's a, it's more of a playful style that the company's already adopted, then this form of, uh, animated or, or cartoon style would, uh, would be a strong way of, of getting the message across. And it might also. Make an otherwise quite boring template and set of information to most people become more interesting because you can get the message across in a more lighthearted way. So, and, and with the other one, We're using real life, uh, maybe, uh, or actors in these videos could also be a way of, um, making it more interesting, but, but it could, it could become a bit too serious again. And then, and then boring for certain people. So. So coming with a bit of a animated style might make it more light-hearted than mine. Make it more interesting for a lot of people. Yeah.

00:31:09

Interviewer: Yeah. Know that, uh, I, if I were to say I agree, but I could, I could understand that way of thinking with animation. I think there are also more possibilities with how you can convey the information and things like that rather than it being, you know, it'd be more difficult to do if you were doing it in real life, so to speak. That's true. Um, I'll move on to the second recommendation then that is that developers of fitness apps should become more transparent as to what third parties they're exactly sharing their data with. What do you think of this recommendation?

00:31:49

Interviewee: Yes, 100%. This is, I think, one of the most important parts of. Uh, policy that they need to be extremely transparent with who they're giving the information to, um, because the, the consumer where we're often extremely unaware of this and, uh, it's quite horrifying, but, uh, I've been reading a lot of cases where. Where it comes out that, uh, that accompany is both selling to legal, uh, companies, which, which handle this type of data, but also illegal companies, um, where, where they share, share the data. So 10 other companies, which are not, uh, legal. So, so I think this is extremely important that as a consumer, you're completely aware of every company that, that this data might be shared with. Um, the, um, if we had that type of information that would often, uh, be the, the thing that makes us choose whether to share this information or not. So I think this point is extremely important

00:32:52

Interviewer: And personally, for you with, if a certain like, uh, thing now fitness up stated that they share their, uh, your information with a certain third party. Would that make you not want to use that app anymore?

00:33:07

Interviewee: Um, yes. If it's a, yeah, I would stop using an app. If I found out that they're using my information for completely unrelated marketing purposes and I would start receiving advertising or spam from said unrelated marketing. So, uh, and these, these companies that I wouldn't want, uh, stuff from. So, so that would definitely make me stop using, uh, a certain app, yes.

00:33:34

Interviewer: Because like a fitness app in this case?

00:33:36

Interviewee: Yeah, definitely.

00:33:38

Interviewer: And have you had any experience with companies like unknowingly spamming you with, um, just information without your consent?

00:33:50

Interviewee: Yeah, definitely. I think, uh, this is something I have experienced with every day from, yeah. Now it's, it's, it's getting worse and worse and, and, uh, the problem with it is that I don't know. Where they got my information from or what company or what website I clicked on that, uh, that led to that certain people could get my, both my, my number and my email and my, my social media accounts. That information has been, it has been shared. Um, I believe it's from accepting cookies on, on certain websites. Um, and, uh, from me not knowing where these are coming from, I think it's, uh, it's something I experienced every day that I get spam messages from, from random people on my social media accounts. And, um, and, uh, having, having the information of where they would come from would, would definitely make me stop using those specific websites or apps. So. So in the case of, uh, a fitness app, I think, uh, yeah, the point of being extremely transparent is, is exactly what I would look for in a data policy.

00:34:56

Interviewer: Okay. Um, I think then we can move on to the third recommendation that developers have in this apps, in the privacy policies of their fitness apps would have the contact details of their data protection officer. Now I'm going to describe what that is. Cause

you're probably thinking, what does that, um, A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. Uh, what do you think of this recommendation?

00:35:44

Interviewee: I think it's a really, really great point and I think it should be. I think it almost scares me that that's not implemented everywhere already. Um, I think the ability to talk to someone that is specific, uh, specifically educated in that field is almost essential for, for accepting these, these policies because in certain cases, um, things have happened between a consumer and a company and they end up in court or in law.

And it's exactly these policies. Which the company would be using as evidence for as to how the consumer might've accepted a certain policy without knowing it and having the ability to question the policies and to, to, uh, get assurance from someone that knows what they entered. Um, as to what we're accepting and, and what information we are, we are offering. I think it's something that should be, should be essential for, for every privacy policy, for, for apps. And especially you think that, uh, that you would use it if, if the contact details was implemented or. Um, I believe in most cases I would not, but, but if, if I ran into, uh, a situation where I read one of the policies and, uh, and I definitely don't understand what it entails or, or if they're being a bit too vague and I have more questions, then yes, then it would definitely, definitely use a data protection officer to, uh, to get more information for, for sure.

00:37:23

Interviewer: Do you think, uh, people in general would follow the same sentiments, like the same amount of thinking as you, or a little bit different?

00:37:32

Interviewee: Um, I believe so. I think so. I feel like, um, the more used to our society is becoming with social media and these specific policies that we're talking about. I think the more they're becoming aware that there are parts of the policy, which, uh, are not as agreeable for, for every person. So I think, um, I definitely think more people would, would use this, uh, this feature, um, to gain more knowledge as well and to gain more information about what they are signing off to and what they're are accepting. So, so yeah, I, yeah, I do think so.

00:38:09

Interviewer: Yes. Okay. Uh, I think that we can move on the fourth recommendation is that when privacy policies are updated and fitness apps end users should get push notifications to

notify them, that there has been a change and give them a short in-app overview of the changes made. What do you think of this recommendation?

00:38:34

Interviewee: Yes. That also sounds very important to consumers. I wasn't aware that a company could change privacy policies once people have already accepted them. Um, but I guess over time, more and more policies get implemented. So, so we, I guess it does happen. And I think, uh, yeah, I think it's, it's maybe not directly a push notification, but I guess you can decide on what notifications you get from what apps, but I think it is a very good to make, um, or very good, very important. To make the customer aware that there's certain policies that might be changed or, or have changed. But I believe, this is something that should be done ahead of time before the policy is implemented. And it should be more, uh, making the consumer aware that they are accepting this policy by not acting against it. And that way, that way the consumer doesn't feel cheated in a way when they find out that the change has already been made and they're just being made aware of it. And certain people don't always see their notifications. So, so. Yeah, but I think this is also a really good point and it would be really important to, to a consumer to get, um, be made aware of, of policy changes in an app.

00:39:56

Interviewer: Uh, important now, especially with all the privacy thing going on for a, I think as though I agree with all you state, uh, along the lines of this thinking, because if something changes, like in your case, maybe the third party, which with, um, they're sharing their data with, for something that changes, that's quite a big deal on, I think you would feel hard done by if you were to keep using it whilst, um, they changed it without you knowing. Okay. Um, I think that we can move on to the fifth recommendation is that the languages of privacy policies should be written in a more easy to understand language. Uh, what do you think of this recommendation?

00:40:43

Interviewee: Yeah, I think. I think it would be good. Uh, definitely, uh, I guess privacy policies and be translated. And so maybe I need to ask about this. So do you mean in terms of the actual language or in terms of the, like how easy it is to understand what they're saying is.

00:41:05

Interviewer: I guess that comes with the language use.

00:41:08

Interviewee: But you should be able to change languages for privacy policies or?



00:41:12

Interviewer: Oh no. I mean like, so, cause right now it's written, like there's been research done that it's, uh, the users have stated that it's difficult to understand. What like, um, they mean in privacy policies cause they use certain technical language, this recommendation stating that it should be written in a more easy to understand language.

00:41:36

Interviewee: Yeah. Yeah. Okay. That makes more sense. Yeah. I think that would be really, really great. Um, I think personally I've had an okay time understanding it, but for people which, uh, which are not, uh, as comfortable in a certain language or for, for, uh, reading a language outside of their, their, uh, their mother tongue, then I think, uh, yeah, it's quite important that, that these, these, uh, these privacy policies or easier to understand. And I think, uh, they definitely use a lot of abbreviations and a lot of, uh, computer related and data related, uh, terms, which most people might not know the definition too. And, and, and implementing a more easy to understand language would help. A lot of people feel more at ease with policies as well. Um, and not feel like they're accepting into something that they don't know. No, what is so, so I think it's also a really good recommendation for, for the privacy policies. Yes.

00:42:37

Interviewer: And do you think that if they were to make it a bit simple, more simple, that the meaning of what they're trying to say will be lost or?

00:42:46

Interviewee: Yeah, this is also something I was thinking of. I think, uh, the balance between the two is very key, uh, for this because of the importance of privacy policies and, uh, and that, uh, a too simple language could, yeah, it definitely could, uh, take away the importance of these policies a little bit. Um, but, uh, I think that's where a balance between a very formal language and a little more informal. Uh, is great. So it's, so it's somewhere in the middle between someone that's very well-spoken and someone that might not be, um, but it should definitely not adhere, adhere more to, um, a very simple language than a, and then a formal, formal way of writing because, uh, the seriousness of the policies should, should be maintained. So. The balance between the two would be key. Yeah.

00:43:40

Interviewer: Yeah. Okay. That makes, uh, that make sense. Um, we're going to the penultimate recommendation, uh, the sixth one, um, and that is that, uh, a FAQ section should be included on the websites of the developers of the fitness apps regarding common questions

concerning the privacy implications of using their fitness apps. What do you think of this recommendation?

00:44:07

Interviewee: Yeah. Um, I'm surprised to find out that that's not already the case. I think that's very important for, for all developers to have FAQ section was, uh, on their, their, their apps. And I think it's becoming increasingly aware among most consumers that, uh, that there is a lot of questions to be asked for these developers. And a lot more people are, are becoming more aware as to, as to, uh, Yeah, what, what they, what they give out in these policies. And so in the FAQ section is 100% essential for a developer of a fitness app to have on their website because there's, it's a very, it's a very complicated topic, uh, the sharing of data policy, and it's something that most people don't know anything about and, um, have a lot of questions for. So, so I think it's a necessity for them to have an FAQ section.

00:45:07

Interviewer: You see yourself personally, uh, using an FAQ section and seeing if there was a, like, if you had a question that will be answered in that section regarding privacy?

00:45:18

Interviewee: Yes, definitely. Um, regarding, uh, data privacy, I don't think, uh, I've definitely seen some FAQ pages, um, and use some myself now. And then, uh, overall an FAQ section is something that I, that I look for a lot. I mean, in almost all cases, it's a, if I myself have a question, um, and I'm thinking of reaching out to the company to get an answer, then I will always check the FAQ section first, if, uh, if it's a question that they've already answered on the website. So surprisingly I do use the section a lot, um, And for, for developers of fitness apps, uh, it's something that I would use, uh, in, in the case that I have a question for these dependent.

00:46:03

Interviewer: Okay. Uh, I think then we can move on to the pistol with me. The seventh recommendation is that, um, developers of fitness apps should program into their fitness apps, a monthly reminder for the end user to check their privacy policy. Uh, what do you think of this recommendation?

00:46:26

Interviewee: Yeah. I believe that, um, maybe a monthly reminder might, might be a little provocative for certain users when they feel that they are very up-to-date with their own privacy policies. **Um, I think maybe it's a little too frequent too, to remind the user to reread their policies as it's usually a quite painstaking activity. So, so I think, uh, if it was a little less**

frequent than then it could be quite a good recommendation, um, just to make sure that the, that the user is aware of the policies and what they are, are accepting to. And it could also ensure that the, that the company, um, Yeah, that they don't run into any, any problems with, with users, uh, thinking that they didn't know what they were, what they were accepting. And, uh, because the company has made the user very aware that these privacy policies are, are there and, and do get changed. So, so I think, um, I think it's a good, good idea to, to give users a reminder. To check the privacy policy. But what I believe monthly might be, might be a little too frequent and could, could scare some people away from, from using the fitness app.

00:47:47

Interviewer: Maybe giving them the option of doing it every couple of months, maybe every half a year. What would you think about that?

00:47:59

Interviewee: Yeah, I think exactly. So if the user had their own, they had the say, uh, what, how often they would like to be notified and maybe with the option that if a. That if a change is made, then they would be like to notify the frequently. Um, but if there's no changes made since last time they might've read through these policies, then they don't, they might not need the, the, uh, the reminders. So if, if the user had control over, when they get reminded and, and if need be then. Then I think it's a really good recommendation. Um, and again, this, this helps the user feel like they're the ones in control. And I think that's very important for, for an app like a fitness app and especially with, with sharing their own private, private data. I think that the consumer needs to feel that they, they have the final say as to how much information they receive through this app.

00:48:53

Interviewer: Sorry, thorough answers that you've been giving. Uh, good. Um, I just wanted to ask like a, kind of a wrap up question, um, out of these recommendations. Is there any, um, let me actually, wait, let me rephrase that. Okay. Do you think any recommendations to increase the transparency of, um, have a four developers of fitness apps in terms of communicating the privacy case?

00:49:24

Interviewee: Yeah. So, so are you asking, um, if there's one specific?

00:49:30

Interviewer: Oh yeah, yeah. If there's one which stuck out, which you think maybe like they should like focus on this or just something that popped in your mind. Yeah, for sure. I think.

00:49:43

Interviewee: Yeah, I think that all of the recommendations, they present a helpful start for developers of fitness apps to become more transparent when it comes to revealing the privacy implications of using their fitness apps. And if all of them were implemented, um, because I think I agreed to all of the recommendations, but certain ones might've needed a bit of balance for me personally. Um, I think it's such a strong case that's being made here, um, at a really, really interesting topic. And I think that, that the one that stood out most to me was the change in format because of. It's almost a running joke that, uh, that these policies and these terms of conditions are so boring and that nobody wants to read them. And everybody, everybody skips them. And, and we all know that we skip them and, and, uh, I think a change of format would give a fresh feeling to these policies. And that's something that I, I think really stood out for me because I've never. I've never heard of 'em that idea before that. And then that could actually really make a lot more people, uh, taking the information and then, uh, yeah, we offered, um, a lot more from the app and it would definitely make everything much more transparent for, for the consumer. So I really, really liked the idea of, of the change of format and then all the other recommendations. I think kind of underlie, uh, and, and, uh, uh, they strengthened this, this idea of the change of format. So, so having the FAQ and having the notification reminders and the others, I think they all help in, in this certain idea of, of, of making it a visual learning process. Uh, and I think it's also really interesting to take on, on how, yeah, how these policies could be, could be made more transparent to the, to the end user. So, uh, so definitely the change of format for me was the one that, that stuck out a lot and would help the developers of fitness for sure become more transparent than before. But I think, uh, overall it's a really, really interesting topic and, uh, yeah, definitely learned a lot from it.

00:51:54

Interviewer: And I want to thank you, uh, for, um, I'm not going to wrap up the, I think the interview now. Um, just before I wrap it up, do you have any questions about anything or buy anything that you want to go back home while you stayed?

00:52:12

Interviewee: No, not that I can actually think of a think of right now. Um, actually now to properly think of it, it is a bit surprising that some of these recommendations have not been implemented already. Maybe its because they all want to do what is required of them and nothing extra.

00:52:31

Interviewer: Hmm, that's actually an interesting thought, I would not know. I just want to say, thank you very much for taking part of this study. I just want to um reiterate that as stated in the informed consent form which you signed, that if you um decide afterward, that you do not want your um data to be used in this study, you can contact the e-mail which is at the um top of the informed consent form, which you um signed. Your data would be then deleted and not used in this study. You can also contact the um e-mail, which is at the top of the informed consent form if you want um, to ask any questions about the study.

00:53:15

Interviewee: Thank you so much. It was a pleasure to be a part of it and it wasn't really interesting discussion. So thank you, sir.

Interview 10 (Bente)

00:00:01

Interviewer: I just wanted to thank you taking part in this interview. I just wanted to re-iterate some, important points uhm from the informed consent form which you signed. As already stated in the consent form that you uhm signed you don't have to answer any question if you don't feel like answering any uhm, questions. You can stop participating at any time of the interview just let me know. If you do feel uhm, uncomfortable just let me know, we can stop the interview. You will stay anonymous in my data, so nobody can uhm identify you. The recording of this interview, will be stored safely. Do you have any final questions?

00:00:40

Interviewee: Um, nope.

00:00:44

Interviewer: Alright, perfect. Uh, then I'll get started and, um, I was just, so the first question is, do you read the privacy policies of the fitness apps you use?

00:00:53

Interviewee: Uh, I would like to say I do, but I don't mainly because they're just very long and small and, and I usually just press agree, um, out of habit because I assume that it will be okay, but, you know, I don't, I don't read through it.

00:01:15

Interviewer: Um, and you said the main, the main reason for being, because it's too long.

00:01:21

Interviewee: Yeah. Um, and because I just, maybe it's a silly, but I just usually assume that. That it'll be fine. And that, I mean, yeah, that the data that I sh that they get isn't necessarily, um, like I don't mind them having the data that they do get.

00:01:44

Interviewer: And would you say that there's not necessarily for fitness apps, but like other apps in general or?

00:01:50

Interviewee: Yeah. Uh, Yeah, I think most apps I use a, I, I don't think I've ever read through the privacy policies. Um, yeah, or just, it just doesn't look too appealing to read through. They usually look, it says scroll to the bottom and agree, and I just scroll and agree instead of, instead of actually taking the time to read it. Um, yeah, and usually, cause they, it just looks like it's, it's a bit long.

00:02:19

Interviewer: Um, so rather than. It's literally just like a quick scroll. Like, do you not just like take time to read maybe some parts of it?

00:02:28

Interviewee: Um, not that I remember from the last few times. So it's just, if it was maybe made more exciting or in a more appealing, easy to read, easy to understand way I would maybe take the time, but it just looks really unappealing to me.

00:02:47

Interviewer: No, that makes sense. You're definitely not the only one who has. So things like that. Cause there was like a study done, which, um, which I found out that it only takes like 15 to 20 minutes to read. Um, like through, um, a privacy policy or a fitness app. So you're definitely, definitely not the only one who, uh, I assume it skips it.

00:03:13

Interviewee: Yeah. I assume it would be smarter to read, but I have, yeah, I have to admit, I don't usually.

00:03:18

Interviewer: But then you, but going back to what you said, you said that you do care about your privacy, but you don't want?

00:03:25

Interviewee: Yeah. I mean, I care about my privacy to a certain extent, but I, I, I don't really think it through maybe as much as I should in terms of fitness apps, at least I like, if you think about it, I have a running app, so they'd know my location. Um, and, uh, I have the health app, so they like, they'd also know my location. So technically, maybe that isn't the smartest thing, but. I, I feel like in general, when you're using a phone for me, at least, I feel like you're already giving up a lot of your information. So the difference between, for example, a Nike running app, um, knowing where I run versus the apple, what apple, or like what's already out, um, because of using a phone, I don't really think it makes much of a difference. Um, I think I'm already giving up a lot of privacy.

00:04:23

Interviewer: Um, so like, that's not funny, but I mean, it brings up a concept called the privacy paradox. Have you ever heard of that before?

00:04:35

Interviewee: I feel like I've heard it, but I would need a, uh, a definition.

00:04:42

Interviewer: Like you're, you want to be your, you say that your privacy like conscious and that you practice your aware, but you do little action to like, reflect.

00:04:49

Interviewee: That sounds pretty accurate.

00:04:53

Interviewer: I would, I would say I would say the same for me in terms of that as well, because I also. I do more, more and more so in the society, right. That you've heard all these stories about leakages and data and stuff that I do care about my privacy, but the privacy policies, which they would say create it's just a little bit too mundane. So make it more exciting. I think, I think I would, uh, I would have to do that as well. Um, I'll move on to then the next question, uh, of my, um, Uh, do you take like extra precautions when it comes to privacy when using fitness apps? (like do you read upon the developer of the fitness app privacy history before you download the app or create a stronger password)

00:05:41

Interviewee: Um, yeah, I mean, I wouldn't say extra precautions. I do. I do like make strong passwords, but that's just for general accounts, maybe not necessarily health apps specifically, uh, and not extra precautions beforehand. But for example, I had my fitness pal and I, I think around 2018 and around that time, they also had like a thing of leaking data. So I deleted it afterwards. Um, Uh, so I haven't used it since, because I've just, yeah. I just heard about the leak and I decided maybe it's best to delete the app, um, because they do have access to quite a bit. Um, but yeah, the extra precautions, otherwise not, not necessarily, no.

00:06:28

Interviewer: Okay. No, that's interesting that you bring that up because, um, that the hack I think happened in 2018 is when it was like the, my fitness pal heck is under Armour. I hacked and they, the hacker stole about a hundred like information data from 150 million users. And then, um, it turned out a year later, like the data was being sold for like \$20,000 on the dark web.

00:06:56

Interviewee: Yeah. I didn't even know that much detail. I just heard well.

00:06:59

Interviewer: I mean, yeah. I mean, cause I mean I've, I've, I've done the research, so I looked into it.



00:07:04

Interviewee: That's quite scary actually. Um, Yeah, maybe I was one of them. I don't know. I deleted my account, uh, because I, I mean, I don't know, like, I don't think I, I was hacked, but, um, after that I just decided it wasn't worth it.

00:07:21

Interviewer: Um, no, that makes sense. Cause they stole like, um, The, the information like of there of course, like of their email and the password. And I think that age and the sex, and then like, of course they incentivise users to obviously change the passwords and stuff like that. But if the users run as quick, like these hackers could go into their accounts and then find out like, not necessarily where you live, but I mean, if they see, like, if they see where you run, like at the same location for a bit, they'll be like, oh, that person lives there.

00:07:53

Interviewee: Exactly it can get scary for sure. Um, so yeah, I definitely haven't used my fitness pal since, um, I don't know if they've improved. Anything, but, um, yeah, so extra security measures, maybe extra safety measures might be handy, but I except a strong password. I don't really, um, take, take any extra steps.

00:08:17

Interviewer: And for instance, do you, do you mind if like a third party like gains access to your, uh, like your, your fitness data?

00:08:25

Interviewee: Yeah. I mean, I, I'm not really, I wish I knew more about who gets access to what, because I'm assuming when you use apps, um, like I don't know, Nike running or anything. I'm assuming there are third parties that get the data. Um, I, I like, I don't, I don't love the idea, but also. I, I don't like if they have it, they have it. I'm assuming they'd use it for commercial purposes, like trying to sell you things or maybe trying to make money off of you. So, um, yeah. I maybe, maybe they have already done so in the past, but yeah, it is what it is, I guess.

00:09:11

Interviewer: Um, so you wouldn't mind for instance, if like the, uh, I'm not sure what have you're using, but if they, um, Uh, if they shared their data, the data that you have with third parties for commercial purposes.

00:09:26

Interviewee: Yeah. I mean, I, I would prefer they didn't because, um, I, I don't need to be, um, chorused into spending more money, but that's also how the world works nowadays. And.

Yeah. I, if I, if I could prevent it, I would. Or if there was a way to like, ask, like, to select that, that isn't the case that you, your data doesn't get shared with third parties. Maybe that could be a thing in the future, but I assume they are, I am aware that they are doing so already. Um, so I try to be aware of if there's any, I don't know, targeted ads or any, um, yeah, anything that's going to ask for my money. I, I, I usually do not. Um, spend money towards health apps I use anything that's free and yeah. Yeah.

00:10:18

Interviewer: So, um, moving on. So how do you perceive the privacy threats of using fitness apps?.

00:10:37

Interviewee: The specific apps or just in general?

00:10:38

Interviewer: Fitness apps.

00:10:41

Interviewee: Um, so I mean, I, I had, I experienced the, my fitness pal hack, so I mean, I, I see I've experienced that it's not the safest and that it there's, that hacks are very possible. And I'm assuming they've happened to other companies as well. Um, I, I. I think the most dangerous thing would be obviously them being able to access your other accounts through getting your information, rather than just getting the information that's on the fitness apps, because I mean, yeah, location and, um, I guess like maybe your, some of your health details, like it, isn't great. I'm assuming a lot of people wouldn't like their like kind of bodies being like their private health data that you'd normally just share with a doctor being. Being shared with anyone third-parties hackers. Um, that's not nice, but I think the most dangerous thing is them getting access to your other accounts and then finances, et cetera. Um, so yeah, I think there is definitely a risk and I think maybe it should be thought about more. I definitely am guilty of maybe not taking enough precautions and maybe eventually also getting hacked, but I don't use enough apps that it, that I think it's a problem. I think I have.

00:12:08

Interviewer: In terms of fitness apps or apps in general now?

00:12:11

Interviewee: Fitness apps, fitness apps. Um, so I only use the apple health app that's already there. And I think I have the running app from Nike. Um, I wouldn't and I used to have my fitness pal, but I don't, think I run a big risk. Um, but maybe it's bigger than I realized.

00:12:31

Interviewer: Yeah, no, I mean, that's, that's true. And, um, it's good that you're being honest as well, because I mean, it's not necessarily that you have to know a lot about privacy when you're using fitness apps. Um, so now, what do you think like should be done to kind of solve these threats? So for instance, we were talking about the, my fitness pal earlier and what we just mentioned now about data being spilled. Maybe that could help you when you give your answer.

00:13:09

Interviewee: Um, I mean, I'm not good at like tech, so I wouldn't know that. Th the tech, like the aspect of actually securing apps in a way that prevents hacking. I don't know anything about that, but in terms of like the user side, um, I would say just, I mean, I think the, um, the privacy, like making the privacy policy more exciting, like, like we said, at the beginning, just having people actually. Know what they're agreeing to, um, and maybe giving them options rather than it just being like agree or disagree and maybe allowing users a bit more agency in terms of like, if I, if the privacy policy included like the option of having your, your health data shared with third parties or, um, or marking what exactly you're okay with sharing or what, what your, what you'd rather not have shared, um, and making a bit, it just a bit more understandable. I think a lot of people skip it because they think they wouldn't even understand. What's just what what's being told to them. Um, so maybe making it more first, make giving people more options and second making it a bit, a bit more accessible, slash exciting. Um for the User side.

00:14:31

Interviewer: Okay. And, um, I mean to go back to, I asked, I mean, I don't necessarily mean for you to be like technical and all that, but like, for instance, like, um, would having like a department full of like, um, uh, security, like experts, like making sure the data is secure. Would that, would you think that would be an important step to stop data leakages from happening?

00:14:57

Interviewee: Uh, I mean, I don't think it would hurt. I think if it, if that's an option or a possibility, I think having a department in charge of security or, or, or like user data, um, would definitely. Um, in any case, um, yeah, I think that could definitely be a step if that's not, is that not a thing already?

00:15:20

Interviewer: I mean, I'm not, I'm not necessarily sure, but I mean, if like, if hacks like this happened, then it would, it would be my guess that it wouldn't be right.

00:15:27

Interviewee: Yeah. Yeah. Yeah. I think that would definitely be a step in the right direction if that, if companies invested in that, I would hope that they are, um, or at least trying to make those steps towards that. Um, Yeah, because I'm assuming, obviously it's not, it'll be, it'd be profitable for the companies as well. Because for example, my fitness pal, like there, I wouldn't get the app again because I'm scared of my data, like being hacked. So I assume you wouldn't want that associated with your brand.

00:16:01

Interviewer: Um, yes, of course. So then it would be like, Kind of, would you give it like a, uh, like a, a big sort of make it a big department or like a small department or?

00:16:12

Interviewee: um, I mean, in truth, I don't, depending on how big the company is just, I, I would give it like a, definitely like a. Uh, w like await, like, I'd give it, I'd make it a department.

00:16:33

Interviewer: Okay. Um, I think we've exhausted that topic a bit. So, uh, moving on, um, Do you believe that, uh, developers of fitness apps should be more transparent in conveying information regarding the privacy implications of using their fitness apps? Why or why not?

00:16:52

Interviewee: Um, yeah, I think, I mean, I don't know how transparent they're being in the when they're allowing people to read through the privacy policy, I'm assuming they are transparent to a certain extent, but people choose to choose to skip it. But I think they should in other, in other areas. So like, not just that one page you get when you're downloading the app, but like on their website or on the app, there should just, maybe there is, but there should always be like a place you can go. Uh, a section you can go to, to read through it if you like missed it, or if you, if you're actually a bit hesitant or you like, maybe I misunderstood something before, um, make it more like just continuously accessible rather than just the one time, um, policy maybe.

00:17:40

Interviewer: No, that makes sense. Cause I mean, now most of the fitness apps now that they only have like, um, the privacy policy. So in sense of transparency. Yeah. You, I mean, it's

kind of, that's kind of a legal requirement for them to have, but I think as we've touched upon multiple times already, not everyone does it and not everyone's aware of it. So you're like, you're, you're in the sense of agreement that they should maybe convey it in, like in a, in a, in a different kind of format, which would make them seem in a sense more transparent.

00:18:13

Interviewee: Yeah. And maybe make more of an active effort to make people more enticed to learn more about it. So just not just you like yeah. They have to fulfill legal requirements. Hence why they make the, the privacy policy agree, disagree, but maybe just make, make people want to learn more about it. So like actually get, put like put funds towards improving that aspect of their, um, of their app. So. like make it more of a not fun thing, but more of something that people actually like want to know more about.

00:18:54

Interviewer: I mean, you could, you could try and make it, like, of course you can only make it like as fun as the topic itself.

00:19:01

Interviewee: So privacy, is it like not even fun, but just more easy to understand, easy to grasp. I think also nowadays people are just lazy, even if they don't want to admit it. And I think making it like easily digestible, um, Like visual even, um, what would make it more appealing to people nowadays. I think.

00:19:24

Interviewer: Um, and do you, I mean, do you think like many other similar people who like, are, are like, you're like who you set this up yourself, do you think they would share the same sentiment as you?

00:19:39

Interviewee: Um, that's a good question. Um, I feel like the people around me would agree. Um, but I guess we all have like similar, uh, views on privacy and, um, uh, I don't know about fitness apps specifically. I don't think it's, it's not a topic of conversation for me very often, but I assume. I don't know if people, maybe who, who would, who more like regularly and avidly use fitness apps numerous times a week have a different opinion. Um, but I think the people that I know and the people in my kind of social circle have have a similar view, I would, I would, um, assume. Yeah. **Maybe now that I think about maybe stating the privacy info on social media would help them to become more transparent and engage more of their users.**

00:20:25

Interviewer: Hmm, interesting idea, I would agree to that as well. Um, moving on then, uh, uh, if developers of fitness apps added a feature that allowed you to state feedback about how they could improve the privacy of their fitness app, would you use it? Why or why not?

00:20:43

Interviewee: So if I could give feedback, if I was given the option that I could provide feedback to them?

00:20:50

Interviewer: Like, yeah.

00:20:52

Interviewee: If it's, if it's. Um, like not if it doesn't take up too much time, like if it's a quick feedback, I, I, I think I would. Um, so for example, like class pass, I don't know if that is considered a health app. Um, but it's like a fitness app. Um, they, they, after every call, you can book classes through them. After every class you book with, you get a quick, like pop-up of giving feedback, just one through five stars and you can add comments if you want, um, like a quick feedback. I think I would do, but if it's like a lengthy form, I, I don't think I would.

00:21:32

Interviewer: But if it's like a short, like, for instance, like a comment of like so many characters or something like that?

00:21:38

Interviewee: Yeah. I definitely think I would.

00:21:42

Interviewer: And like, cause you said you would, I mean, would being incentivised to use the feature such as being entered in a raffle to win fitness gear, like incentivise you even more to use the feature?

00:21:56

Interviewee: Um, the, the, the feedback?

00:21:59

Interviewer: Uh, yes.

00:22:01

Interviewee: If, if there's like, if the, if the raffle or the prize is appealing to me. And if it seems, if it seems legit, because I, sometimes I find like, those things can also seem a bit like sketchy. I don't know if that's an academic enough term, but if it's something I am interested

in, yeah. Then definitely it can't, it can't hurt to offer your, um, your audience, like a, a reward.

00:22:30

Interviewer: Um, yeah. How would you, would you see other like, What else would you think that would also like it, the incentivisation would help other users to use as well? Or?

00:22:41

Interviewee: Uh, I definitely think so. Yeah. Um, I think people are definitely motivated, motivated by, um, like tangible rewards. So, um, yeah, I think that's definitely, that could definitely help.

00:22:54

Interviewer: Like some extra motivation?

00:22:56

Interviewee: Yeah, exactly.

00:22:58

Interviewer: Okay. Um, now on the similar lines of, uh, it's incentivisation, then, um, do you think that developers of fitness apps should incentivise users to engage with information surrounding the privacy implications of using their fitness apps? (For instance, using mini games to help explain better the privacy implications of using the app and then using the virtual points, which you would gain from playing the mini games in the app to unlock new features or a percentage off of clothes)

00:23:33

Interviewee: So like you'd play the games to understand or to, to understand the privacy or to?

00:23:41

Interviewer: I mean, so it's like, yeah, so it's like, they all have. Incentivizing, like, do you think that they should have the users to engage with information? So, and then I use the example as a mini game, for instance, that they could, um, make users play the media game before using the app so they could, um, points and stuff.

00:23:59

Interviewee: Um, yeah, if that, I, I wouldn't be opposed to that. I think it could, it could be a fun way of, um, of having people more engaged, um, and like, Yeah. Even just like, I don't know. Wait, so there's rewards included.

00:24:19

Interviewer: So, I mean, that would be, that would be the incentivisation part. So get them to pay the game cause they'll be like, oh, I can just like, skip, skip, skip. I mean, if they get points and then they unlock stuff or, yeah.

00:24:30

Interviewee: I think, I think like that's definitely a way of incentivizing people to like to engage with the privacy policy. Um, I think I would like if. A little, a quick, a quick mini game and you can, you can unlock like features that would maybe usually cost something or, um, that, or just get discounts. I think that definitely can't hurt, um, that can hurt the company. So I think, I think it'd be worth a try. I've never seen it. Um, but it could be worth, worth, uh, worth trying. Yeah.

00:25:03

Interviewer: And you would personally, you would, would you, uh, but you like playing the mini game for instance, or that'd be of interest to you?

00:25:11

Interviewee: I think I would, yeah, I would, I would give it a try.

00:25:17

Interviewer: Um, and would you think other users as well, just of course you do you like you don't have to know, of course not?

00:25:21

Interviewee: But I'm assuming. Like again, the people, like people around me, I assume, would have similar, would have a similar view at least of at least giving it a try. So depending on how successful or, um, it is in practice, I think. In theory, it sounds like it could work.

00:25:42

Interviewer: Okay. And so like in general, now to wrap up the, like the incentivisation part, would you say like incentivizing users to become, to engage more with, uh, like the privacy implications of using the fitness apps? Would you, would you think that would be, uh, would you think that would help for them to be more aware of it?

00:26:02

Interviewee: And I, yeah, I definitely think it would help. Um, and I, I personally would appreciate. Any kind of more incentivizing or engaging a way of presenting the information. So personally, yeah.



00:26:18

Interviewer: Okay. We can move on to the next part of the interview. I'm going to explain briefly um what we're going to do, it is quite self-explanatory. There have been research institutes that have suggested recommendations on how developers of fitness apps could become more transparent in communicating the privacy implications of using the fitness apps to end users. I will go through each of the seven recommendations and ask what you think about it . So I will go through them one by one, and then we'll have a little conversation about it, about what you think. Do you have any questions before I state the first recommendation?

00:27:19

Interviewee: No.

00:27:22

Interviewer: Okay, by the way, if you have any other questions regarding, and you want me to repeat anything, just feel free as well. Um, I, I don't mind repeating myself. So the first one is that, um, so the first recommendation is that developers of fitness apps should create a short video that goes with a written privacy policy, which highlights the most important points.

Um, what do you think of this recommendation?

00:27:34

Interviewee: Um, I wait, should I disagree?

00:27:38

Interviewer: I mean agree or just, it does not matter, its your opinion.

00:27:41

Interviewee: But like, should I say, like, is it the question, like if I agree or disagree or just what I, like, just what I think, what do you think of the recommendations?

00:27:48

Interviewer: Like do, would you think, so developers of fitness apps, should create a short video that goes with the privacy policy, which had as the most important points, like what do you think of this recommendation? Do you agree? Do you not?

00:27:58

Interviewee: I would agree. Personally, I think a video, um, if it's kept short, I think visual, like information presented visually is often I think, easier to grasp. Um, so I would, yeah, I personally would agree that a video would be helpful in addition to, uh, to the already presented information.

00:28:24

Interviewer: And what, what kind of, what kind of points do you think should be included in the video?

00:28:31

Interviewee: Um, I would assume just like we said earlier, just how your data will be stored or who would have access to it. Um, which data exactly they are, um, monitoring, um. And yeah, what what other third parties would have access to it other than, um, than the app and you, um, mainly I think, yeah.

00:28:57

Interviewer: And in what kind of format like would entice you? So for instance, like a animation or, uh, like a real life or mix.

00:29:11

Interviewee: Good question. I, I think personally, like re like not an animation, so real life, uh, like real people or, um, yeah, animations could work, but personally I prefer. Like real or not, maybe not. Yeah. Real, real people explaining it. I don't know. I think, um, I don't, I'm assuming that's personal preference, but, um, I'm not, I'm not very, yeah. I'm not very attracted to animation. Um, um, so. Just in general. Um, I find real people explaining things a bit more appealing. Um, yeah, like, first of all, about like a mix between the two or it could also work, um, uh, depending on how it's made. Um, obviously there's also like a good ways of going about, um, animation. So it makes what also work, but I just would, I would appreciate like some, definitely some, some human, a human, yeah.

00:30:28

Interviewer: Um, and thats just like personal preferences.

00:30:32

Interviewee: Yup.

00:30:34

Interviewer: Um, we can move on to the second recommendation is that, uh, developers of fitness apps should become more transparent as to what third parties they are exactly sharing their data with. What do you think of this recommendation?

00:30:49

Interviewee: Yeah. So I completely agree. Um, I think everybody kind of knows nowadays that their information is, or not everybody, but many people, um, using health apps know that their, that their data is being shared with, uh, third, third parties. But I'm, I think it's left very vague, like who and, and how much of your data is shared with these parties. So I think being

more transparent about that would be very appreciated. Um, it would be interesting to know, um, like what, how, and with who, um, your data is shared

00:31:26

Interviewer: And would, for instance, like if you found out that the fitness app you're using, whether you were using in the future would be sharing data with a third party that you weren't comfortable with. Would that stop you from using it?

00:31:40

Interviewee: Yes, potentially. Yes. Um, depending on. Uh, how strong my opinion is, um, in regards to this third party, uh, I think it could. Yeah.

00:31:55

Interviewer: Cause it's like, well, you're touching upon earlier, for instance, in the, in the, I think at the beginning of the interview, for instance, you wouldn't like it if they would share it for commercial reasons.

00:32:09

Interviewee: Yeah, exactly. So, um, if it, if it was for commercial, I mean, I assume they are doing it for commercial purposes already, but if it's, um, if maybe too much of your data or certain aspects of your data are shared for, with for-profit companies, I, I feel like, um, it could sway my opinion of whether it's worth using the app. Um, um, since there's always alternatives as well, it might help people make a more informed decision of which apps are better, like are working more in your favor in terms of privacy. So I think it would also maybe incentivise companies to be a bit more, um, responsible with con with users, privacy. So maybe there could be more of like, with more transparency, there would also be more responsibility on the sides of the companies to use your data in the best way for the consumer, rather than for the most profit. If that makes sense.

00:33:12

Interviewer: No, that makes sense. But nowadays, as you stated, like not only fitness apps, but just apps, other apps in general just are milking, like the data from users. Commercial purposes. It's like, I think it was, I read in the text that like data is the new oil in that sense where it's the most valuable resource.

00:33:28

Interviewee: Exactly. Um, and even though I think, um, I think people just kind of dismiss it, including me because it's, it's so hard to grasp and it's not very tangible. Um, I think being more transparent with the users could make it. A lot better of an experience, um, for, for the

user, but also I think it could help the company as well. Um, so I think it would just. Yeah, I think it's a lot more responsible.

00:34:05

Interviewer: Then we can move on to the third recommendation. If that, um, developers of fitness apps in the privacy policies of their fitness apps should have the contact details of their data protection officer included. Now you're probably asking what the hell is that I'm going to explain it to you. A data protection officer, they act as a contact person for queries from individuals concerning the processing of their personal data and as someone who users can ask about their rights when it comes to data. So, um, what do you think of this recommendation?

00:34:40

Interviewee: So is this position, would it be created or does, is this actually already an existing thing?

00:34:47

Interviewer: And, um, it's an already existing thing. Some fitness apps have it like the contact details included. This is out of researches done and some have it haven't that they are not included.

00:35:02

Interviewee: Okay. Um, I, I agree with, I mean, I think there should always be contact details. And like for customer service purposes, I think, um, uh, oftentimes nowadays, especially companies also just make it a lot harder for consumers to reach them. Um, there's often times no phone number, maybe an email. Um, but I think having the contact of, of someone that's also personally responsible for, um, like data protection, I think would definitely, um, reassure a lot of people. **However come to think of it people should not have to wait a long for if they have to wait on the phone and wait a long time for an response back. As this could cause frustration.**

00:35:40

Interviewer: Would you, would you, for instance, see you using it yourself or?

00:35:43

Interviewee: Um, yeah, I think if, if I had, um, specific questions that maybe I can't find an answer to online, or, um, I wouldn't know where else to go. I think I would definitely, I would definitely use the contact.

00:35:56

Interviewer: Um, for instance, like. Would you feel more comfortable? Like if they would just send an email or I don't think a phone would phone number really work.

00:36:07

Interviewee: Yeah, Um, I think, I mean, an email I think works well nowadays. Um, I'm personally also like, um, having someone on the phone, but obviously that's not always possible. Um, so an email is also already better for example, like, uh, an automatic chat bot that companies use nowadays. Um, I personally hate those. Um, yeah, so an email, an email is great and a phone number would always be great, but obviously that's not always feasible as well.

00:36:40

Interviewer: Um, so like the phone, so like the central part is the email. And then for instance, like a phone number would be kind of like a bonus?

00:36:48

Interviewee: Yeah, an added bonus, but, yeah exactly. Just having a contact email would already be, um, would already be great.

00:36:59

Interviewer: Um, then we can move on to the fourth recommendation that, um, when privacy policies are updated in fitness apps end users should get push notifications to notify them that there has been a change and give them a short in app overview of the changes made.

What do you think of this recommendation?

00:37:21

Interviewee: I, I personally would agree. I think being notified of any changes, because when you first degree, I assume you're agreeing to the existing, um, privacy policy. So I don't know if, if, um, I don't even know, is it like legal to change it without, without notifying customers right now?

00:37:42

Interviewer: I mean, I'm not so sure about the legal sense, but they can like change it when you're using it. And some, like I've stated, they, um, they, some fitness apps notify the user feed, like email or something.

00:37:57

Interviewee: Specifically, in app push notifications?

00:38:01

Interviewer: Yes.

00:38:02

Interviewee: Uh, yeah, I, I agree. And I would personally appreciate a notification when, when my, when the privacy policy changes surrounding my data. So, um, yeah, I think that I would. And would it be like it would just notify you or it would also allow you to maybe agree or disagree with the changes?

00:38:22

Interviewer: Well, I mean, it would give you, yeah, it would give, like, it would give you a push notification, you go, it changed and then you would go to like the, the click it, and then they'll give you a short, like in-app overview and then it would be like, it'll give you an option to I mean, I don't think there wouldn't be an option to allow to you to agree and disagree with it.

00:38:42

Interviewee: No, yeah. Then I would definitely would agree with, with that recommendation.

00:38:47

Interviewer: Okay. Um, then, uh, we can go to the fifth recommendation and it's a kind of a recommendation, which, um, we touched upon, I think at the very start is that, uh, the language of, uh, privacy policies should be written in a more easy to understand language. Uh, what do you, what do you think of this recommendation?

00:39:08

Interviewee: Yeah, I agree. A bit more concise, so a bit shorter, also shorter and just ease more easy to understand, um, for, for the average user. Um, I think that would definitely improve people's experience with, um, with privacy policies.

00:39:29

Interviewer: But then for instance, I'm not necessarily sure they could make it shorter cause they do have to include a lot of information, but I mean, for instance, using less technical language?

00:39:44

Interviewee: More, less, less technical, less. Yeah. I don't know what term to use. Um, yeah, just more, just more digestible, a bit simpler. Um, I don't know how much they could change, obviously, because they do need to disclose what they have to disclose. Um, but just at least making an effort to make it a bit easier to understand. Yeah, obviously there's limits to that.

00:40:12

Interviewer: Um, do you think if they like made it easier to read that the meaning of the privacy policy could be lost?

00:40:20

Interviewee: Yeah, potentially. Um, but also it, I think a lot of people nowadays skip it because it is, it is a bit, um, more of an effort to read. So there. Maybe a bit of the meaning could be lost, but people would be more likely to read it. So I don't know, like if that would outweigh, like if the, if the people that would actually read it, because it's easier to read versus the people who don't understand. We don't understand it because it's more technical. So I don't know if you're, so I don't know how, like, if there's a gray area in terms of how, how much like loss of meaning there would be if you're making it. Yeah. I don't know if this makes any sense, but like, if you're trying to make it easier to read, but you lose some of the meaning. Like, I don't know if that's legally, like if they would get in trouble, um, legally.

00:41:22

Interviewer: But I'm just playing the devil's advocate. Right. I mean, like you could say we make it easier, but then it's like, okay, how much of the actual meaning?

00:41:30

Interviewee: Yeah, yeah, no, I get that. So I think it'll def it would definitely be hard to execute without. Without losing all the meaning behind the privacy policy. So I assume the language is there because it's legally needs to be there. Yeah. So I don't know how feasible it is to make the language easier, but if it is possible, I think it should at least be done. To a certain extent, to a certain extent.

00:41:59

Interviewer: Okay. Yeah. So there'll be some like leeway in terms of like simple and then, um, easier. Because then I will be like, for instance, like the first recommendation with the short video or something like that, which could maybe be an addition if it's, if it isn't possible to make the language simpler, maybe the video. Um, explaining some of the language. So making it, making it more understandable for people, um, we can move on to the sixth recommendation is that, um, a FAQ section should be included on the websites of the developers of fitness apps regarding common questions concerning the privacy implications of using their fitness apps. Uh, what do you think of this recommendation?

00:42:49

Interviewee: Um, I think, I mean, I think it should be the, I think that should be done for sure. Uh, I think frequently asked questions that term exists for a reason because people often have very similar questions and I think having a place where people can go to just, um, like to just check if their question has been asked, um, would be very helpful. Um, yeah I agree.

00:43:17

Interviewer: And would you, would you like, see if you had any like privacy concerns of yourself and using fitness, or would you see yourself going to like the frequently asked questions section?

00:43:27

Interviewee: Yeah. Uh, I could see. Yeah, I definitely could see myself going there. Um, I often use the FAQ sections of sort of, of websites. I think they're pretty, pretty helpful. Um, so I think, and that would also help in terms of the contact. If you have an FAQ section, then you would. Less people would probably contact the, um, the email or the phone number you provide and you would have less traffic in terms of customer service. So you'd have more time to answer the, the questions that are, that are not answered on the frequently asked questions. To be frank, the recommendations we have had so far I am a bit surprised that they have not be implemented these recommendations so far already, although it does not surprise me as companies who create fitness apps like to harness so much data nowadays it does not surprise me that they do not want to be more transparent. Does that make sense?

00:44:05

Interviewer: No. No, that makes sense. Um, then we can go on to the last recommendation, the seventh one, and that is. That the developers of fitness apps should program into their fitness apps, a monthly reminder for the end user to check their privacy policy. Um, what do you think of this recommendation?

00:44:26

Interviewee: Can you repeat that?

00:44:27

Interviewer: A monthly reminder, a monthly reminder for the end user to check their privacy policy. What do you think of this recommendation?

00:44:35

Interviewee: Um, so to check, like, if anything has changed or if just?

00:44:40

Interviewer: Just because like, just to check the privacy policy again and to like ask they agree with it, they may change that, change their mind, but have not.

00:44:49

Interviewee: Yeah. Um, yeah, I think, um, a month, like a monthly reminder, Um, maybe you could maybe I'd say there could be an option for people to like, to turn on a monthly reminder. So like, if you don't want it, you can, you can turn it off. So like a little bit of like, uh, of like



an alarm, not alarm, but like a month. Yeah. A set reminder if you want it, um, uh, for extra, like for extra privacy, um, you could, you have the option of turning on a monthly reminder, but for people that like would be annoyed. Turn it off, I guess.

00:45:29

Interviewer: Um, for like maybe to set for like no monthly, but maybe like a bimonthly or yeah?

00:45:35

Interviewee: So maybe you could make it whatever timeframe you like, um, or like a yearly if you're, if you just once a year, want to check up on your privacy. Um, uh, yeah, so just having like a, a calendar or a, some kind of, I don't even, I don't know what that's called, but. Uh, time frame, where someone can set it to their, to their preference, basically. But out of all the recommendations concerning the transparency level, maybe it would be best to leave this one out, all the others though create a good start when it comes to increasing the transparency level.

00:45:59

Interviewer: Okay. Um, I think, yeah, that wraps it up about the recommendations part. So I was wondering, was there any like kind of recommendation which like stood out to you?

00:46:12

Interviewee: Um, I personally really. Um, and well, not enjoy, but appreciate the idea of a video. So visual way of putting the information, especially if, because I think some of these recommendations would be harder to implement than others, obviously, so I think the video recommendation would be good for developers of fitness apps to do as a start. Um, so like for example, the language changing language might be more complex for, for companies, um, for legal reasons to like, to make it more simple. But I think adding a, like a. An additional video I think would help a lot of people. Um, so personally I think that one sounds the most like easily feasible and the most realistic to do in a, like in a short amount of time. That would be the one that would help the ball go rolling when it comes to developers of fitness apps increasing their transparency level. So like not for, yeah, it wouldn't be a long-term investment. It could be done quite, um, quite quickly and could be added to fitness apps, um, with less hassle than some of the other recommendations. And now come to think of it, because I am re jogging my memory a bit, I remember we talked about incentivization and I think personally that for me to disregard information regarding the privacy implications of the fitness app, that I would need some sort of motivation in order to so, even if the

recommendations you stated were adopted, like having a chance of winning something, something in that area.

00:48:31

Interviewer: Okay. And would you like, if any of these recommendations were to be implemented, would you still take extra precautions before using, uh, like these like a fitness app, for instance, like, would you still like, be worried about your privacy?

00:47:25

Interviewee: Um, I think maybe I think they would definitely offer a bit more of a, like a bit more security for, for me as a user. Um, If, if some not obviously not or all even, uh, but if some of these were implemented, I would definitely, um, appreciate it. But I would still see myself reading reviews online before I use the fitness app to see what other users think about the privacy of the app.

00:47:57

Interviewer: So, yeah. Okay. That makes sense. Um, that brings us then to the end of the interview, I was wondering, do you have any, uh, extra questions or you want to say anything or you don't have to of course, I mean, it's not necessary any other things or?

00:48:13

Interviewee: No, I, um, I don't think I have any, any other things to add, but I I'm, I mean more just out of curiosity, would you like. What would you do with these recommendations or would, what are you like, would your, would your research then, um, like suggest whether these recommendations would help or not?

00:48:38

Interviewer: Um, the gist of it is I'm finding out what users think such as yourself about what they specifically think about these recommendations. It's not that I'm saying they should do these recommendations, but just saying that like, oh, people think maybe doing an, a video would be better, or for instance, they would still take extra precautions. Maybe incentivisation would be help users make people more aware of things like that. So it's not necessarily that they should do these recommendations because these are recommendations from research institutes. So it's not like these should, they should have to do, but they could do it.

00:49:15

Interviewee: So it's more, you're just focused more on the user than the companies.

00:49:18

Interviewer: Exactly.

00:49:20

Interviewee: That was just out of curiosity. I also wanted to state that perhaps what these recommendations did not do is take into the account the power that social media has to convey information to a lot of people. Fitness companies could harness that power to convey information regarding their privacy implications of using their apps, utilising TikTok, Instagram, Twitter or Facebook. This would be seen as them being more transparent as well, as they would be using platforms which a lot of their users use as well.

00:49:24

Interviewer: And, uh, I guess that, um, if you, if after this interview is done. I just want to say, thank you very much for taking part of this study. I just want to um reiterate that as stated in the informed consent form which you signed, that if you decide afterward um, that you do not want your um data to be used in this study, you can contact the e-mail which is at the um top of the informed consent form, which you um signed. Your data would be then deleted um and not used in this study. You can also um contact the e-mail, which is at the top of the informed consent form if you want um, to ask any questions about the study.

00:50:21

Interviewee: Thank you. And, um, yeah, thanks for the remindumer, but, um, I've consented. I'm happy for you to use my, um, my data. So, uh, good luck with the research.

## **Appendix E- Example of Informed Consent Form which had to be Signed**

### **CONSENT FORM FOR PARTICIPATING IN RESEARCH**

#### **FOR QUESTIONS ABOUT THE STUDY, CONTACT:**

Jelle Tim van der Steeg, 625628js@eur.nl

#### **DESCRIPTION**

You have been selected to take part in research which is about privacy recommendations from research institutes on how developers of fitness apps can be more transparent in communicating to end users the privacy implications of using their fitness apps. The purpose of this study is to understand how Dutch users of fitness apps perceive recommendations from research institutes on how developers of fitness can be more transparent in communicating to end users the privacy implications of using their fitness apps.

If you accept to be a part of this study, that means that you accept to be interviewed.

In general terms, the interview questions will be related to privacy and fitness apps, with the main questions revolving around recommendations from research institutes on how developers of fitness can be more transparent in communicating to end users the privacy implications of using their fitness apps.

I will utilise the material stemming from the interviews exclusively for academic work, like in this case my master thesis.

#### **RISKS AND BENEFITS**

A. As far as I know, there are no physical, economic or legal risks which are associated with being an participant in this study. In this study, I will not be using your name or any other information which can identify you. The participants in this study will be referred to using pseudonyms and in terms of characteristics which are general, like gender and age, etc

You always have the choice to not answer any question at any given point and/or stop being a participant in this study at any time.

#### **TIME INVOLVEMENT**

Your participation in this study will last approximately from 45 mins – 1 hour. You can interrupt your participation at any given time.,

**PAYMENTS**

There will be no monetary rewards for your participation.

**PARTICIPANTS' RIGHTS**

If you have chosen to accept to be a part in this study, please understand that you are participating voluntarily and you have the right to take retract your consent or terminate participation at anytime. You also have the right to not have to answer specific questions. Your individual privacy will be made strictly maintained in all written and published data stemming from the study. Even after the interview is conducted and you decide that you do not want your data to be used for this study please contact the e-mail which is stated right at the top of this email. The data would then be deleted and not used anymore.

**CONTACTS AND QUESTIONS**

If in any case you have questions as to your rights as a study participant or are not happy at any time with any kind of aspect of this study, then you can contact-anonymously, if you want: [konig@eshcc.eur.nl](mailto:konig@eshcc.eur.nl)

**SIGNING THE CONSENT FORM**

In the case that you sign this consent form, the signature that you provide will be the only source of documentation that can reveal your identity.

**I agree to take part in this study:**

Name

Signature

Date