

## A Reliable Privacy and Security Iconography

The Interdisciplinary Research group in Socio-Technical Cybersecurity (**IRiSC**<sup>1</sup> - University of Luxembourg's Centre for Security, Reliability and Trust) have set up a research proposal meant to establish a reliable, standardised design and use of visual design patterns in the data protection, privacy and security domains.

The research addresses issues concerning icons and other graphical cues that presumptively improve the **transparency and comprehensibility of online information** addressed to users, as indicated in Article 12(7) of the GDPR. The expected contributions are the following:

1. a **critical evaluation of icons as effective means of communication** of data protection, privacy and security concepts on online documents and interfaces, like privacy and security policies, consent dialogs, and privacy dashboards (see example images below).
2. insights about the extent to which icons can be considered an **appropriate means to enhance the transparency of information** provided to data subjects, as envisaged by Art.12.7 GDPR.
3. **evidence-based guidelines for the meaningful implementation** of icons and other visual design solutions in multiple scenarios where the transparency of information is crucial and laid down by the law. The guidelines are meant to help organizations enhance their transparency practices and demonstrate accountability through the provision of principles, evidence about the efficacy of certain visual designs, and examples. They also aim to encourage more extensive research and real-world applications, even beyond data protection (e.g. security, consumer protection, finance).

The research will develop a **holistic approach to the design of icons as effective means of communication** in cases where the consequences of misrepresentation or misinterpretation of the visual communication can be far-reaching. This requires the determination of properties of transparency and additional characteristics that contribute to high-quality icon design. These are measures of quality for icons **in isolation** (e.g., legibility, comprehensibility, etc.) and with respect to their function in different implementation scenarios (e.g., the extent to which they support the users in their tasks), like standardized layered **privacy policies** and **user interfaces for consent management and privacy identity management**.

Finally, the project will determine if, compared to a textual privacy policy, the combination of text and icons provides a “meaningful overview of the intended processing” in a significantly enhanced “easily visible, intelligible and clearly legible manner” and with enhanced user experience with respect to pure prose; or if rather other graphical means (in combination with icons or not) are more effective towards this goal.

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<sup>1</sup> <http://irisc-lab.uni.lu>

**Juro** X

## Your privacy at a glance

Hello. We are Juro Online Limited (known by humans as Juro). Here's a summary of how we protect your data and respect your privacy.

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**Types of data we collect** [Tell me why](#)

- Contact details
- Financial information
- Data from your contracts
- Data that identifies you
- Data on how you use Juro

**When and how we collect data** [Am I included?](#)

We collect data from people browsing our website, customers of Juro and people who view / sign contracts through Juro, when...

DATA YOU GIVE

DATA WE COLLECT

- You browse any page of our website
- You request a demo of Juro
- We call you
- You use Juro
- You receive emails from us
- You view and sign contracts
- You chat with us for customer support
- You connect integrations (like Slack)
- You opt-in to marketing messages

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**How we use your data** [How exactly?](#)

- To keep Juro running
- To help us improve Juro
- To give personalised customer support
- To send you marketing messages (but only if you tell us to)

**Third parties who process your data** [What do they do?](#)

The following services help us keep Juro running by storing or processing your data on our behalf:

- Infrastructure: Algolia, AWS, MongoDB
- Analytics: Heap, Mixpanel, Metabase
- Integrations: (by your request) Salesforce, Slack, Google
- Comms: Hubspot, Intercom, Sendgrid, Sumo
- Payments: Stripe

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**We use cookies** [How can I choose?](#)

- We use only necessary cookies to run and improve the service
- Our third party service providers use cookies too, which they control
- You can turn off cookies but this will mean for example that we can't recognise you in in-app messaging or we can't resolve issues so efficiently

**Know your rights** [What can I do?](#)

- Access information we hold on you
- Opt-out of marketing comms
- Port your data to another service
- Be forgotten by Juro
- Complain about us

If you have any concerns about your privacy at Juro, please email us at [support@juro.com](mailto:support@juro.com) or hit the Intercom button to start chatting with us

[Read the full policy](#)  
(no legalese, we promise)

Juro's privacy policy: <https://juro.com/#privacy-popup>  
Redesign by Stefania Passera <https://stefaniapassera.com/>

**PrivacyGuide**

Please insert the link of the privacy policy you want to check:

Start processing!

Task: Execution time: 1208 ms

Data collection:  
**B**

Protection of children:  
**A**

Third-Party sharing:  
**C**

Data security:  
**A**

Data retention:  
**C**

Data aggregation:  
**B**

Control of data:  
**B**

Privacy settings:  
**B**

Account deletion:  
**A**

Policy changes:  
**A**

Privacy breach notice:  
**A**

Please hover over the icons for further details

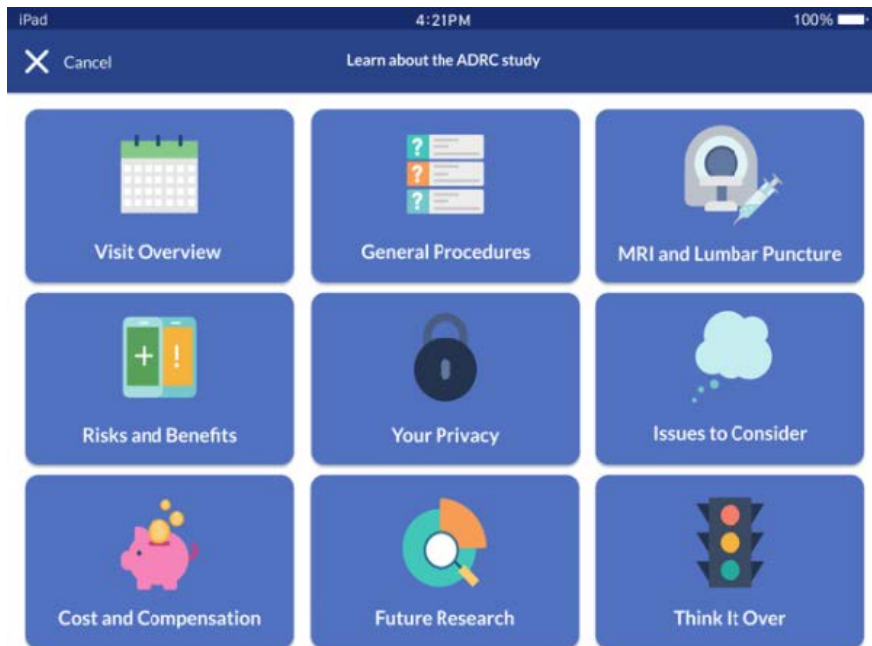
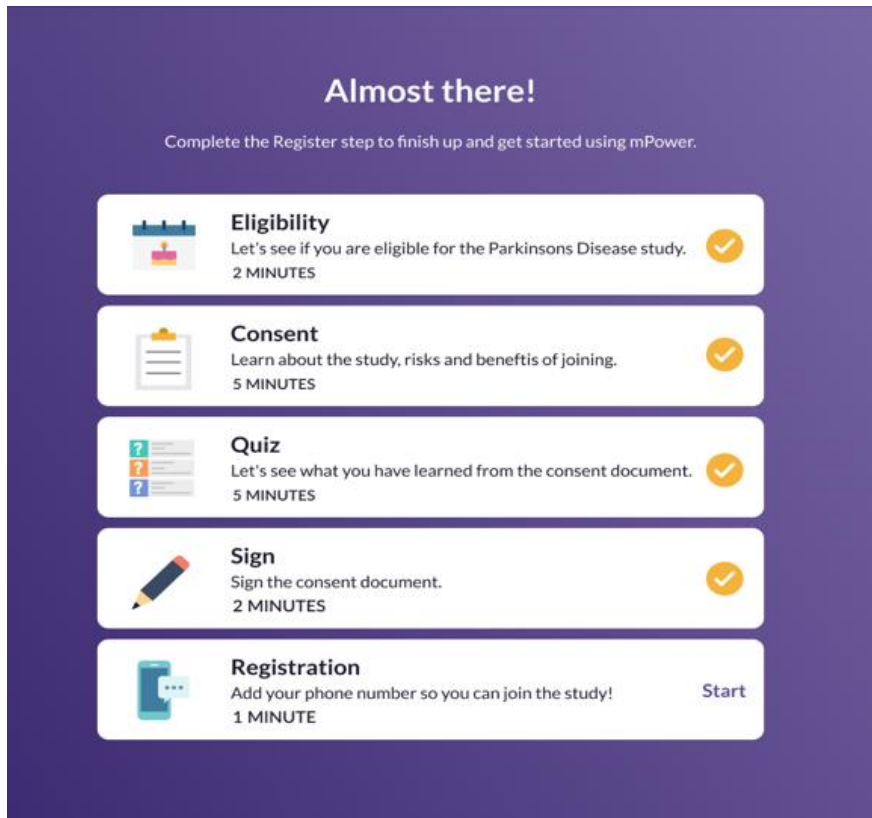
Predicted Class: A

Description: Individual notification in case of policy changes

Original paragraph:  
"we will give you reasonable notice of any material change"

### Privacy dashboard

Tesfay, W. B., Hofmann, P., Nakamura, T., Kiyomoto, S., & Serna, J. (2018, March). Privacyguide: Towards an implementation of the EU GDPR on internet privacy policy evaluation. In *Proceedings of the Fourth ACM International Workshop on Security and Privacy Analytics* (pp. 15-21). <https://dl.acm.org/doi/10.1145/3180445.3180447>



eConsent for biomedical research

SageBionetworks Governance Team (2020, January) *The Elements of Informed Consent. A Toolkit V3.0*. Available at [https://sagebionetworks.org/wp-content/uploads/2019/07/SageBio\\_EIC-Toolkit\\_V2\\_17July19\\_final.pdf](https://sagebionetworks.org/wp-content/uploads/2019/07/SageBio_EIC-Toolkit_V2_17July19_final.pdf)