

# Caring about Sharing: User Perceptions of Multiparty Data Sharing

Bailey Kacsmar, Kyle Tilbury, Miti Mazmudar, Florian Kerschbaum

## Beyond Two-Party Advertising

Microsoft and Providence St. Joseph Health announce strategic alliance to accelerate the future of care delivery -

Stories Double-double tracking: How Tim Hortons knows where you sleep, work and vacation

5-6 minutes

James McLeod June 15, 2020 In: Canada Privacy 0 1,169 11 min read

July 8, 2019 | Microsoft News Center

Google and Mastercard Cut a Secret Ad Deal to Track Retail Sales

Mark Bergen, Jennifer Surane

## Research Questions

RQ : How does the overall acceptability vary across different types of multiparty collaborations? How do the types of companies involved further impact it?

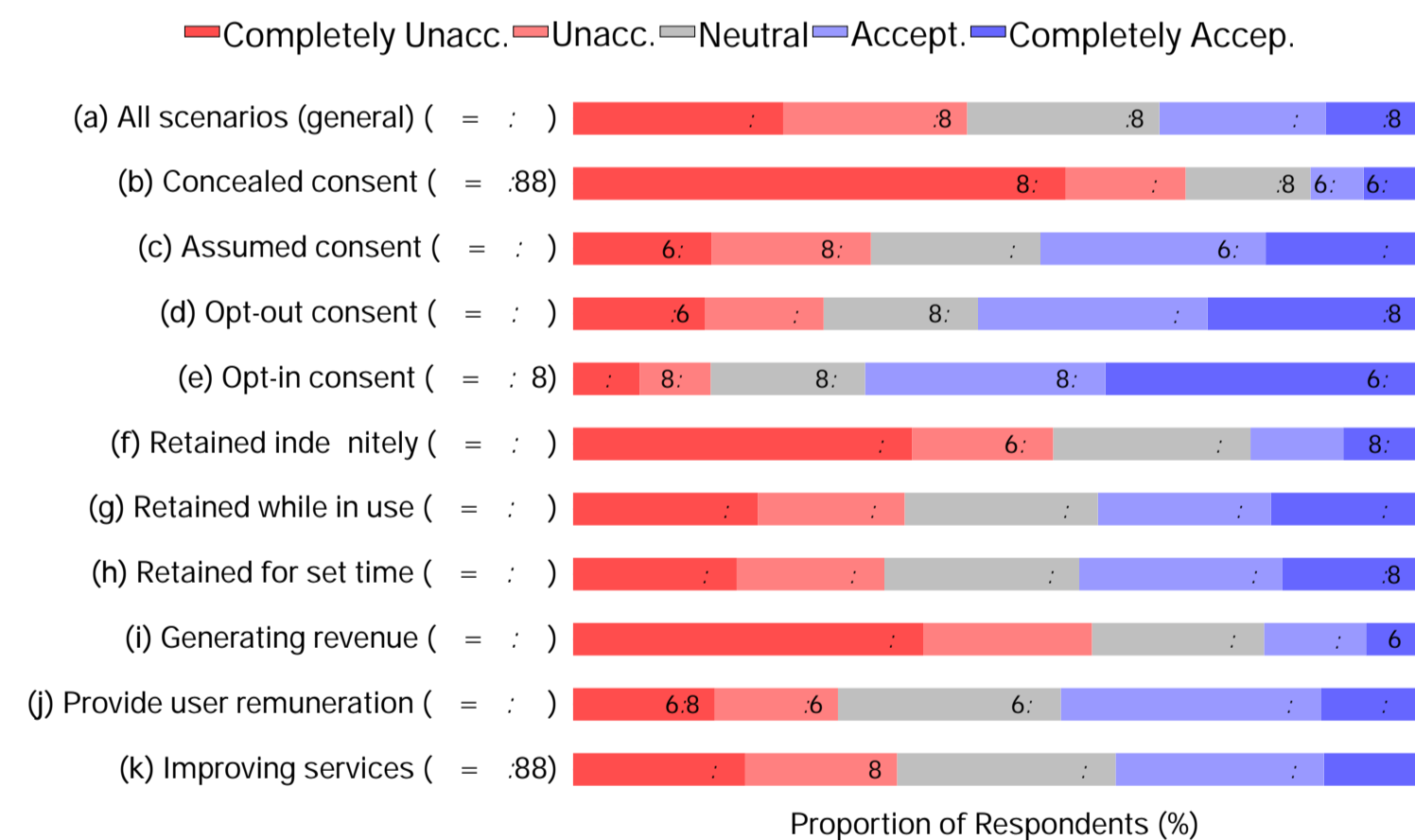
RQ : How does acceptability vary in multiparty data sharing for different user controls (consent, purpose, retention)?

## Survey Overview

responses collected via SurveyMonkey (nal N = 6)  
Each participant receives: of scenarios and a series of user controls and privacy mechanisms questions

E.g., Scenario C, "TechForYou is a large internet company that offers a search engine, email accounts and smartphone platforms to users. GoodHealth runs a chain of hospitals across the country and stores health data for millions of patients during its day-to-day operations. TechForYou and GoodHealth will share the customer data they hold with one another. You are a customer of TechForYou".

## Acceptability Across Scenarios



## Data Sharing Scenarios

## Acceptability by Collaboration Type

## Consent Across the Board

## Summary

Overall acceptability is lower for non-reciprocal data sharing, and even lower with the inclusion of a health company.

Consent is the most volatile user control preference between sharing types and emphasized in free-form responses

Full paper: B. Kacsmar, K. Tilbury, M. Mazmudar, F. Kerschbaum. Caring about Sharing: User Perceptions of Multiparty Data Sharing. The 1st USENIX Security Symposium, .

Access:

