Leech: Let's Expose Evidently bad data Collecting Habits
Towards a Serious Game on Understanding Privacy Policies

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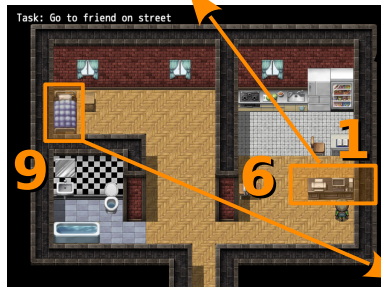
Abstract

Most privacy policies are incomprehensive and largely unreadable. Thus, most users do not bother to read them. We propose Leech, a serious game for learning about the contents and structure of privacy policies so that users get a rough understanding what to expect in privacy policies.

Leech is an adventure game and the player has to solve quests to complete the game. Two pretests led to promising results and we intend to quantitatively evaluate the game in the next step by investigating players' online privacy literacy, demographics, values on privacy policies, actions within the game, and their in-game experience.

Players' actions and choices have consequences later in the game to learn about delayed consequences of accepting a privacy policy.
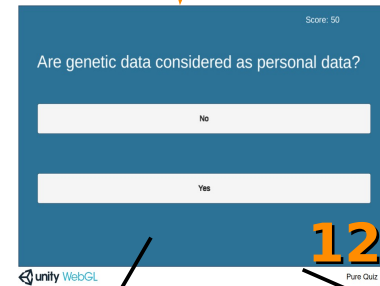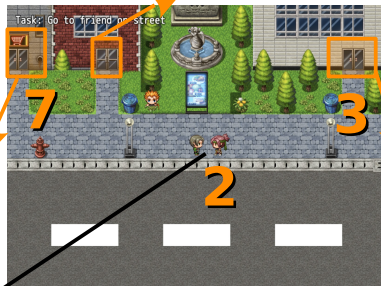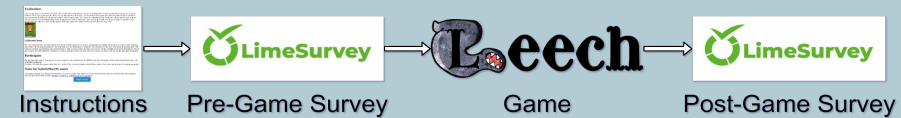
Main game is developed with **RPG Maker**

Ingame Characters explain effects of ignoring privacy policies and how they work.

Sort Policy: the player has to sort snippets of a privacy policy to learn about relevant parts and the structure of privacy policies.

Minigames are embedded in the main story to allow for extra **interactivity**.

Sort Policy and Quiz are developed with **Unity.**

Task descriptions lead the player through the game.

Quiz: to cover more broadly different topics from the GDPR.

Evaluation

- 2 Pre-tests with in total 18 persons
  - Positive feedback
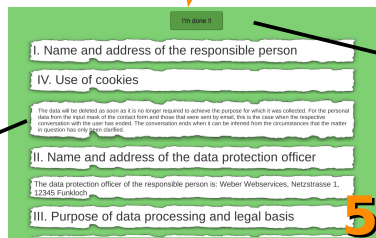 - Led to several improvements
- Quantitative evaluation planned including
  - Demographics
  - Online Privacy Literacy [1]
  - Values on Privacy Policies [2]
  - In-Game Experience Questionnaire [3]

Instructions → Pre-Game Survey (LimeSurvey) → Game (Leech) → Post-Game Survey (LimeSurvey)

https://leech.pallas.net/

References

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2) Julia Brande Earp, Annie I Antón, Lynda Aiman-Smith, and William H Stufflebeam. Examining internet privacy policies within the context of user privacy values. IEEE Transactions on Engineering Management, 52(2):227–237, 2005.
3) Wijnand A IJsselsteijn, Yvonne AW de Kort, and Karolien Poels. The game experience questionnaire. Eindhoven: Technische Universiteit Eindhoven, 46(1), 2013.

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