

Homework 7 – Chapter 7 Page 344 Exercise 12

Using your favorite web search engine (bing.com), obtain a list of web pages that include the words “privacy statement”. Visit the webpages on the search results list until you find a page that includes the text of a privacy statement. Turn in the web page with a report about 200 words in length which the following questions are answered.

- a. Does the site follow an opt-in or opt-out policy (or is it not stated clearly in the privacy statement)?
- b. Does the privacy statement include a specific provision or provisions regarding the collection of information from children?
- c. Does the privacy statement describe what happens to the collected personal information if the company goes out of business or is sold to another company? (List these provisions, if any).

Close the report with one paragraph in which you evaluate the overall clarity of the privacy statement.

Webpage is <https://www.microsoft.com/en-gb/privacy/privacystatement>

Opt-out webpage is <https://account.microsoft.com/privacy/ad-settings/signedout>

Microsoft contains the option to opt-out of personalized advertisement. It further states that this will not stop advertisements from appearing with Microsoft products, but it does state that those advertisements will not be personalized to your account.

Yes, the privacy statement does contain a webpage for children under the age of 13. The URL is <https://www.microsoft.com/en-us/privacy/young-people>. Microsoft owns Mojang Studios which is the creator of Minecraft. Therefore, Microsoft has a robust privacy policy toward young people as there are many young people who play and create inside Minecraft.

I do not specifically see any provisions in the Microsoft privacy statement concerning whether Microsoft going out of business or being acquired by another company would cause the policies to change or be removed.

Microsoft's privacy statement is completely clear as to how they use your data and what you can do to establish a relationship with Microsoft and Microsoft products concerning your privacy. They do require a certain amount of information from the users of Microsoft products and services, and it does clearly state that if you are unwilling or unable to agree to Microsoft gathering certain information from the users, then the services with Microsoft cannot and will not be established. This also includes Microsoft may change the privacy statement from time to time and that if the change then causes information which you are not willing to agree to, then Microsoft may withdraw those services and products from you even if you have paid for them. Therefore, it is best to stay current with Microsoft's privacy agreements as you may lose access to products you own from Microsoft, but they change the policy arrangements, and you lose having access to those products in the future. One needs to remember that Microsoft services a wide range of users and customers from government, to large enterprises as well as Xbox players, so the privacy statements with each product and service may be quite different.