Peer Simon

Insert a picture of a person who comes closest to your image of Peer.

SHORT PROFILE

Age:	22 years
Education:	high school
Employment:	studying biology for a bachelor's degree
Leisure activities:	bouldering, playing guitar, cooking

Peer is less tech-savvy. Due to his education, he is required and able to deal with technology. In his private life, he avoids spending much time on it.

"I am worried about the exposure of my data; however, I do not yet know how to better protect my data."

ATTITUDE TOWARDS DATA PROTECTION AND PRIVACY

Peer has an Android smartphone on which he has installed 70 apps. He mainly uses popular apps such as Instagram, WhatsApp and Spotify. He installs new apps because he needs the service provided or out of curiosity, although he is not sure how the providers use his data. Peer rarely uninstalls apps he no longer needs. He rates his smartphone skills as rather average and rarely uses the option of restricting app permissions.

MEASURES TAKEN TO ENSURE THE PROTECTION OF PRIVACY

Peer became aware of the cross-platform sharing of information when he was first displayed personalized advertising. At the moment, he feels more pressure from outside to make more of an effort to protect his privacy. Peer rarely informs himself about data protection. However, he is aware that he could, for example, use the smartphone settings menu, the app provider's privacy policy or an internet search. Peer struggles with these options and often receives insufficient or incomprehensible information about what exactly happens to his data.

MOTIVATION
Peer wants to protect his personal data and get more control.

OBSTACLES
Peer finds it difficult to obtain information about the protection of his data and to take the intial steps.

OBJECTIVE
Peer wants to be more confident in (not) disclosing his information and take control over the protection of his data.

REQUIREMENTS FOR A SUPPORTING TOOL

- ✓ more information about data protection and privacy
- ✓ simple visualization of data collection and forwarding by app providers
- ✓ identification of customization options for individual data protection requirements
- ✓ recommendations for app alternatives if an app does not meet data protection needs

Paula Pereira

Insert a picture of a person who comes closest to your image of Paula.

SHORT PROFILE

Age:	42 years
Education:	university degree
Employment:	Human resources manager in an IT-company
Leisure activities:	volleyball, theater, digital drawing

Paula is rather tech-savvy. She enjoys using digital technologies at work and in her free time.

> "*I have already discovered a few ways to protect my data. I'm interested in how effective these measures are and what I can further improve.*"

ATTITUDE TOWARDS DATA PROTECTION AND PRIVACY

Paula uses an iPhone on which she has installed 90 apps. She is trying to use apps such as Telegram or Signal, which she considers to be more privacy-friendly than other apps. She regularly receives suggestions from friends to install new apps. As she is tech-savvy, she likes to try them out. Paula regularly deletes apps she no longer needs. She rates her skills in using smartphones and apps rather highly and often withdraws permissions from apps.

MEASURES TAKEN TO ENSURE THE PROTECTION OF PRIVACY

As an HR manager, Paula regularly searches for applicants and is sometimes shocked by the information they reveal about themselves online. Paula uses three ways to find out about and limit the collection of her personal data by app providers: the settings menu on her smartphone, the app or an internet search. She mainly uses platforms that primarily deal with this topic. She finds this approach cumbersome and often cannot find sufficient information about what exactly happens to her data. Paula also restricts herself when it comes to disclosing information and her usage behavior. For example, she refrains from disclosing certain optional information such as her gender.

MOTIVATION
Having control over the use of her data is very important to Paula. She is worried that her privacy could be at risk.

OBSTACLES
Paula worries that she is missing hints and not doing enough to protect her data.

OBJECTIVE
Paula wants to review her previous behavior and take further actions and information to protect her privacy.

REQUIREMENTS FOR A SUPPORTING TOOL

- ✓ clear presentation of data collection and forwarding by app provider
- ✓ identification of customization options for individual data protection requirements
- ✓ additional information if needed
- ✓ recommendations for app alternatives if an app does not meet data protection needs
- ✓ review of previous actions