

PRIVACY BY DESIGN CHECKLIST

As designers, we're uniquely positioned to take the lead with privacy by design.

Here are some guidelines to keep in mind.



CULTURE

Cultivate a privacy by design culture

Many organizations devote little time to developing a culture of privacy by design. Inclusive design plays a significant role here: If you're thinking inclusively, you'll be thinking about privacy.



DATA

Only collect the data you need

Don't be afraid to ask, "Why do we need that?"

Be transparent about how data is being used

People may not realize a single site shares their data with 100s of third parties.



PATTERNS

Avoid deceptive patterns that trick user into doing things they didn't mean to do

Read up on deceptive patterns and don't allow them into your designs. Harry Brignull's work is a great place to start.



LANGUAGE

Don't use language with which obscures privacy issues and confuses users

Use clear language with marketing copy, as well as legal and privacy policies.

Write to the average reading level

Remember: That's about the 8th grade level.



TOOLS

Provide tools for protecting data

You could advocate for a Privacy microsite or toolbox to highlight these features.

Ensure privacy features are discoverable

Highlight privacy information during onboarding and via "just in time" alerts.

Remind users of privacy features

Offer these reminders proactively, regularly.

Never change privacy settings without warning users

And avoid making changes, which may endanger people within at-risk groups.

technique

A Technique artifact
Prepared by Robert Stribley
Contact us for more information about privacy by design—or how to craft better digital experiences
www.thisistechneque.com



WEBSITE



ARTICLE