

**DESIGN**

**AND**

**PRIVACY**

**BUILDING**

**SYSTEMS**

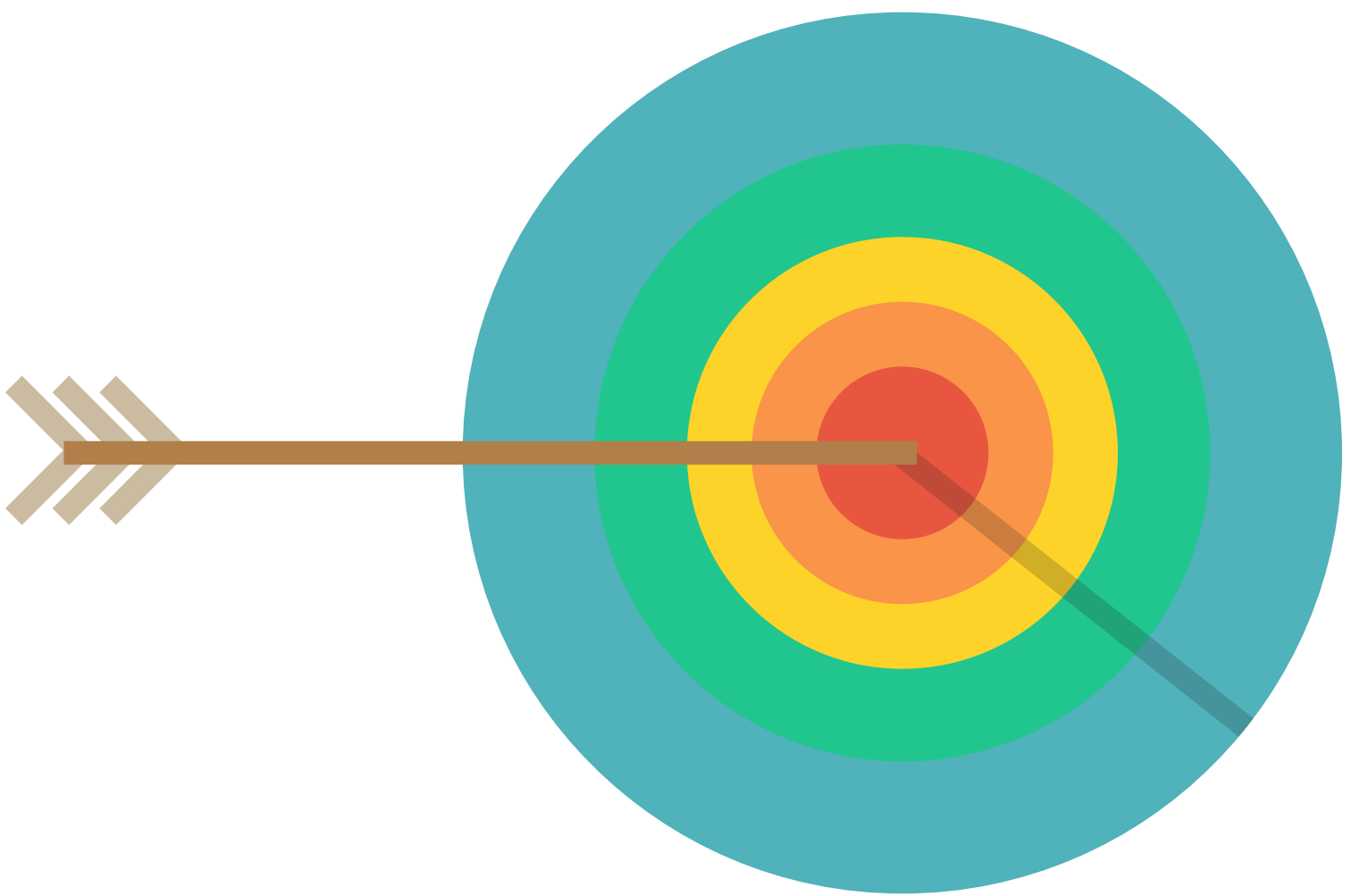
**PEOPLE**

**TRUST**

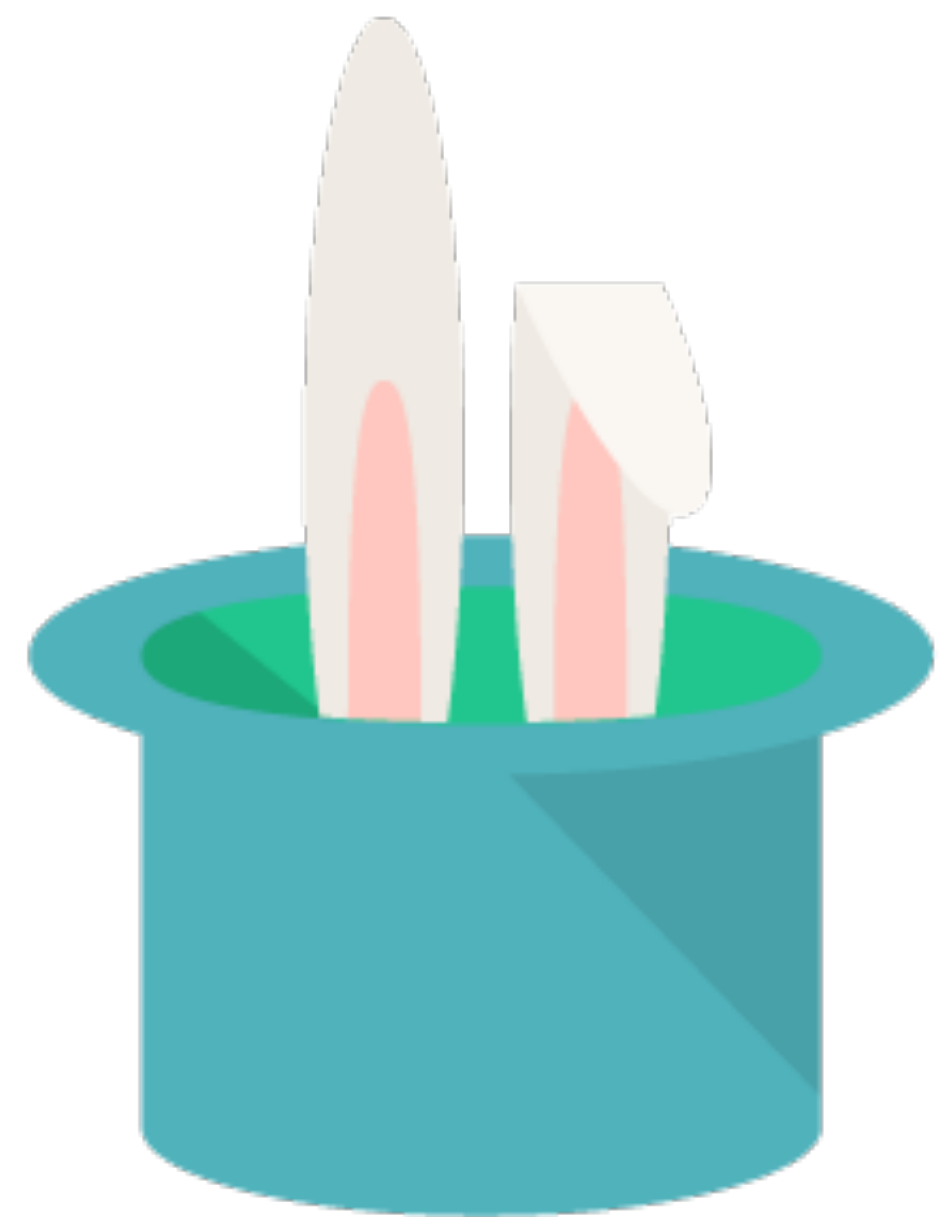
**Simply Secure**

**@ameellio**





**DESIGNERS**



**DEVELOPERS**



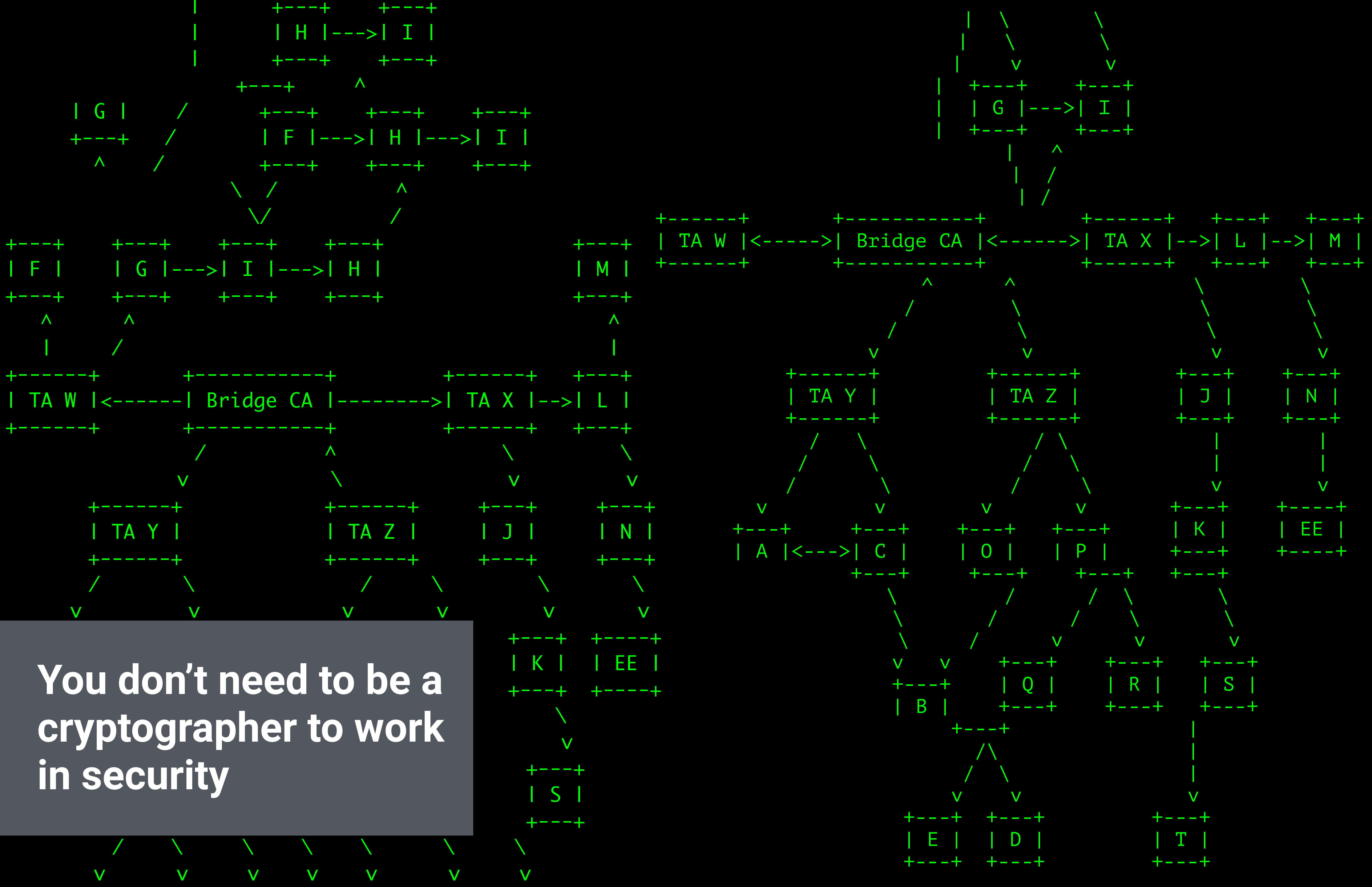
**RESEARCHERS**

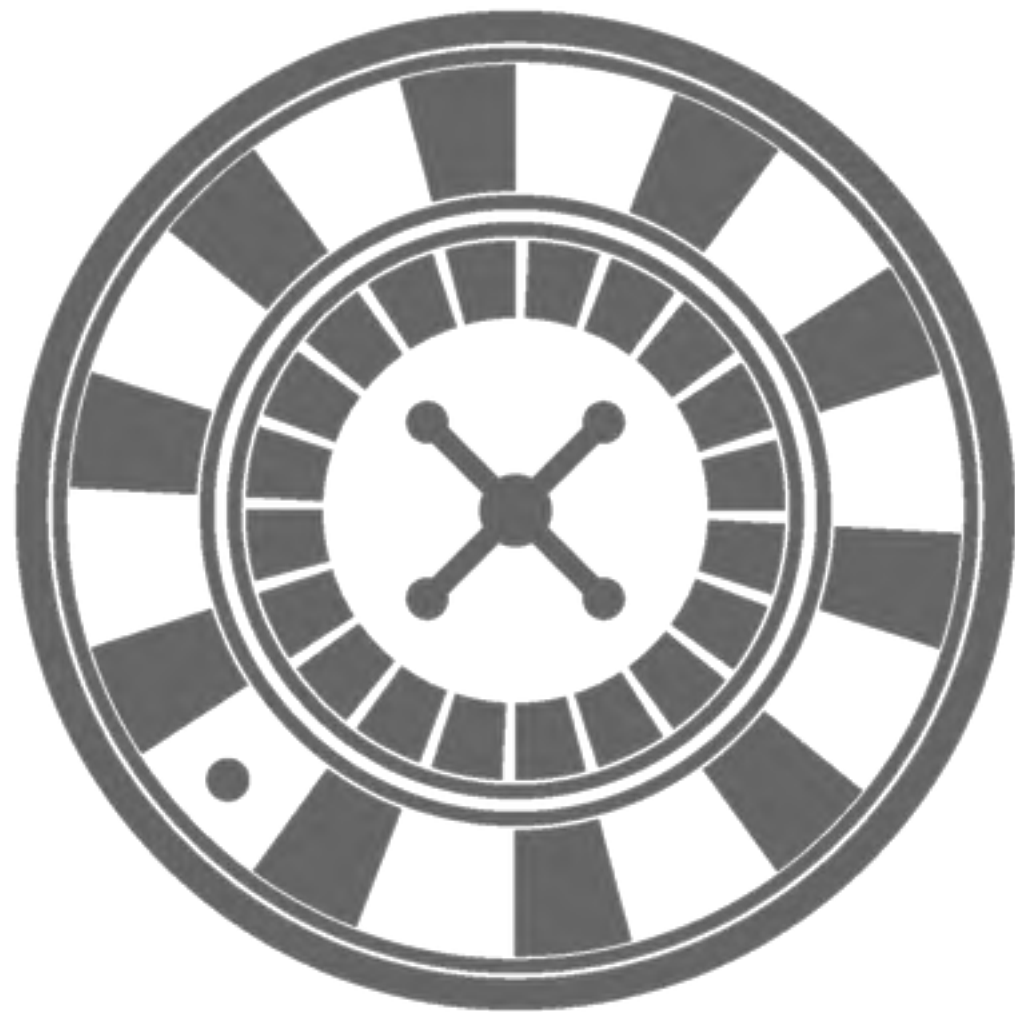


**USERS**

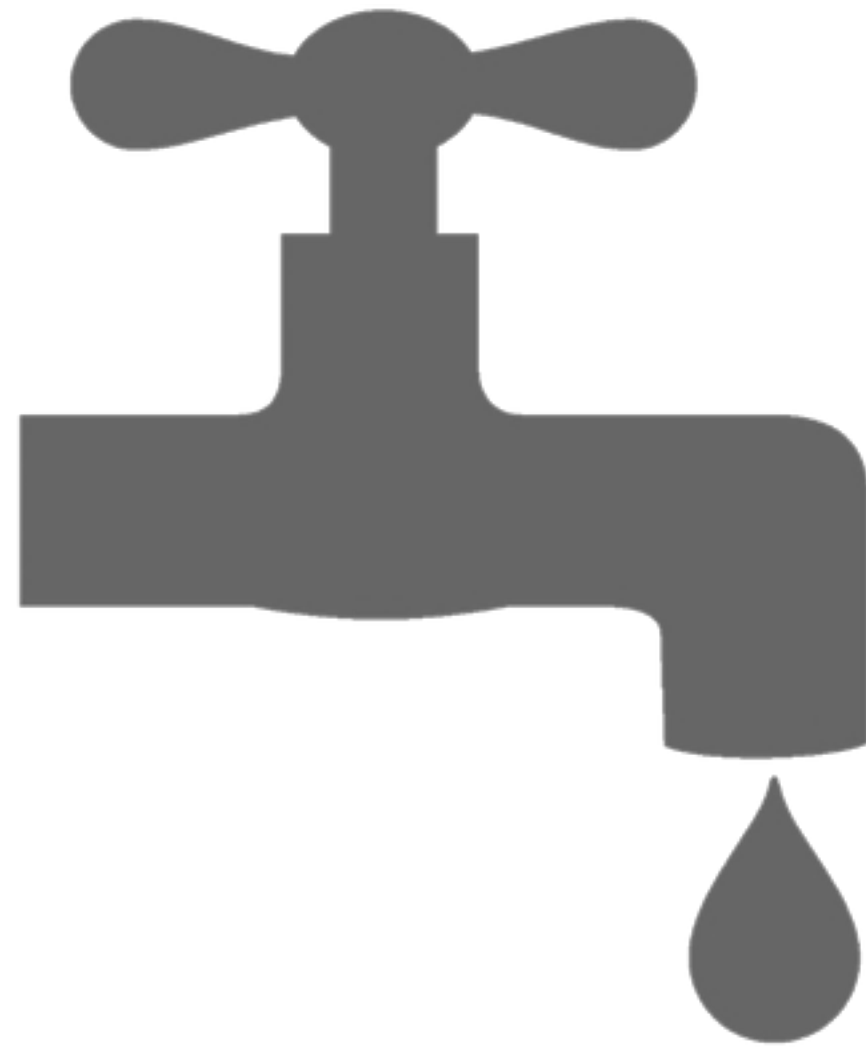
**Simply Secure is a nonprofit for security, privacy, ethics, people**

**You don't need to be a cryptographer to work in security**





**UNDERSTAND  
RISK TO  
USERS**



**DON'T  
LEAK  
DATA**



**LEAD  
THROUGH  
DESIGN**

**Your online behavior is monitored**

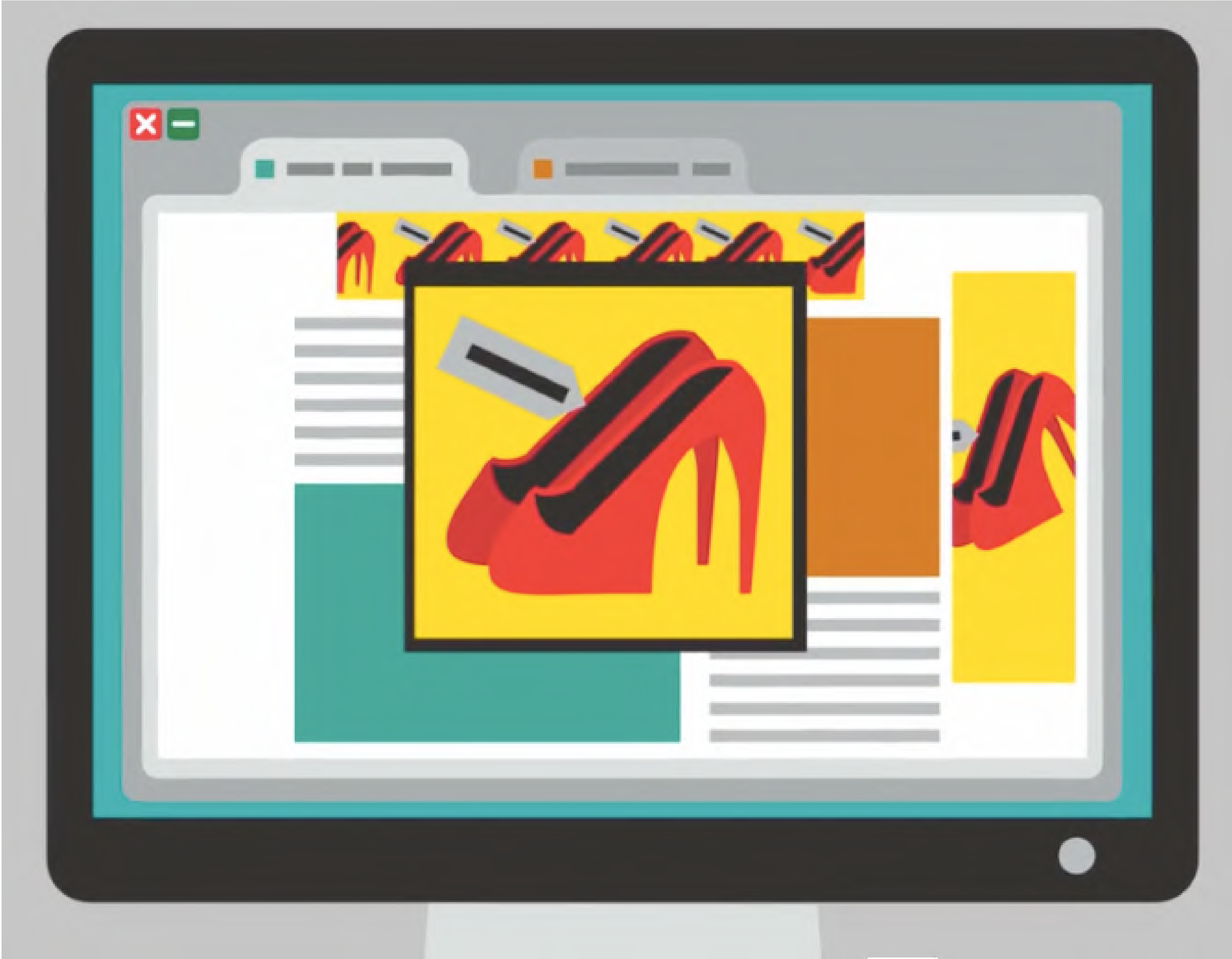


Image: Kajart Studio's Tor Browser explanation  
<http://www.kajart.com/portfolio/tor-project-educational-animation-english/>

**Combined with your offline activities, your behavior is tracked**

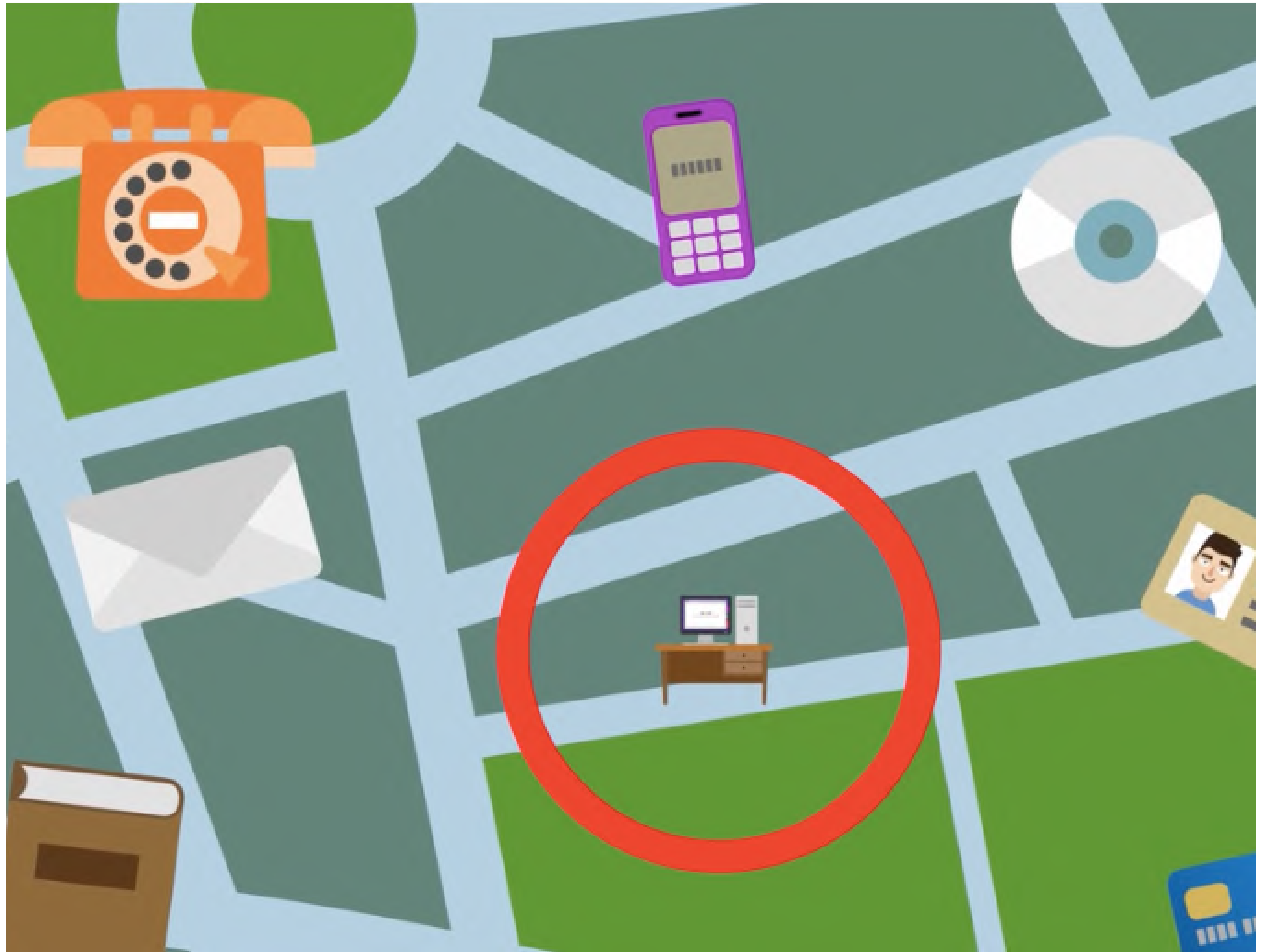


Image: Kajart Studio's Tor Browser explanation  
<http://www.kajart.com/portfolio/tor-project-educational-animation-english/>

Corporations and governments gather data about us



Image: Kajart Studio's Tor Browser explanation  
<http://www.kajart.com/portfolio/tor-project-educational-animation-english/>

People give away personal data for the price of a coffee



DD PERKS



IF YOU'RE A FAN,  
JOIN THE FAM.  
SI ERAS UN FAN,  
ÚNETE A LA FAMILIA.

DD PERKS MEMBERS GET  
REWARDED WITH EXCLUSIVE  
OFFERS, DEALS, AND PERKS  
TOWARD FREE BEVERAGES.

GO TO DDPERKS.COM OR  
THE DUNKIN' PERKS APP  
TO ENROLL TODAY!



24 HOURS  
7 DAYS A WEEK



## Participating in user research is also risky

### Participating in research shouldn't harm people

The Internet Freedom community is keenly aware of the need to protect sources who speak with journalists, but we tend to overlook how to protect research participants as well. Here are some questions to ask yourself next time you do a study:

- Do you need to record audio and video — are they necessary for publishing results — or will handwritten notes suffice?
- Are the research participants representative of your target user population? Think not only demographics but also attitudes. If your participants are willing to install logging software and be recorded, are they reasonable approximations of your intended users?
- Site analytics can encroach on privacy. Given this, what alternatives can you consider that will also help you quantify usability?
- What's the threat model? What could happen to your participants if others find out that they participated in your research?
- If your organization requires standard language on an informed consent document, are there options to include a second page that's written in human-centered, accessible language?

# Participants Bill of Rights & more resources on github/ simplysecure

simplysecure / resources

Watch 1 Star 7 Fork 0

Code Issues 0 Pull requests 0 Wiki Pulse Graphs

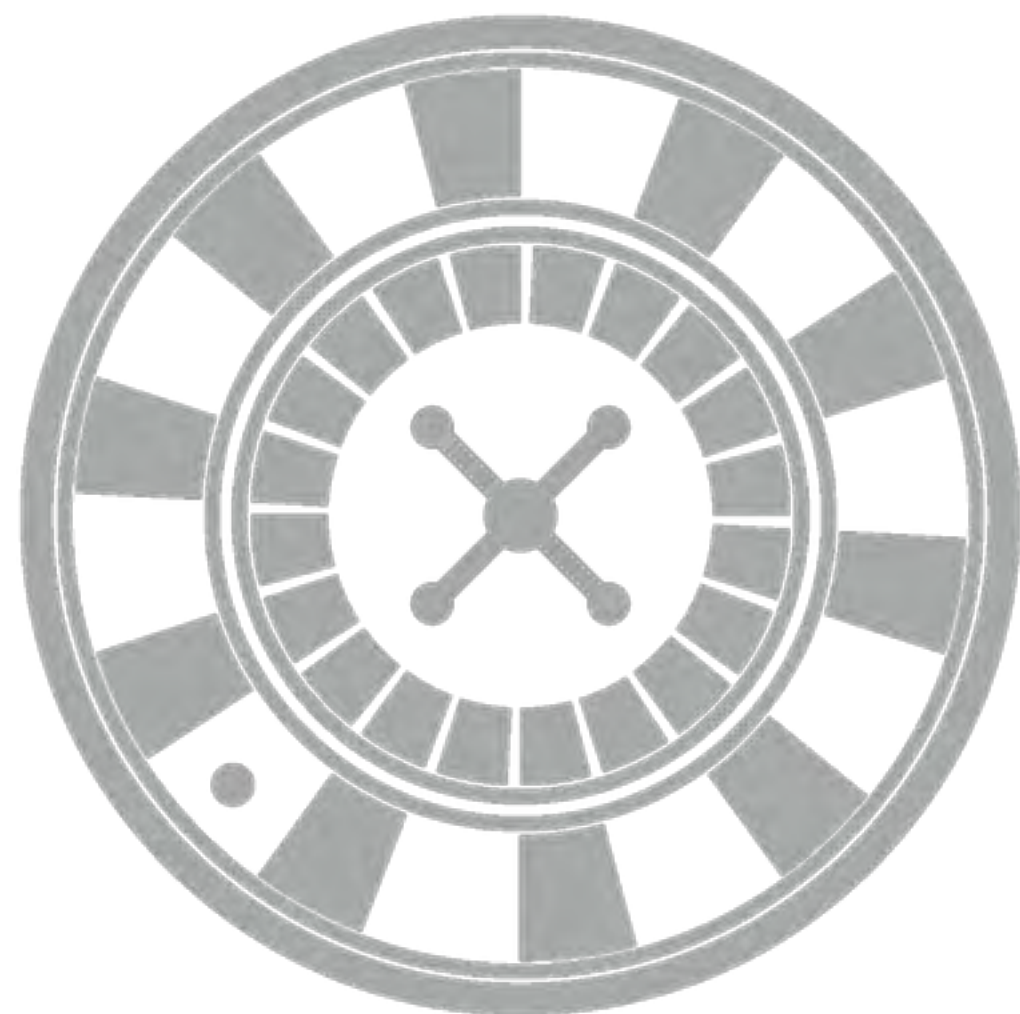
No description or website provided.

26 commits 2 branches 0 releases 1 contributor

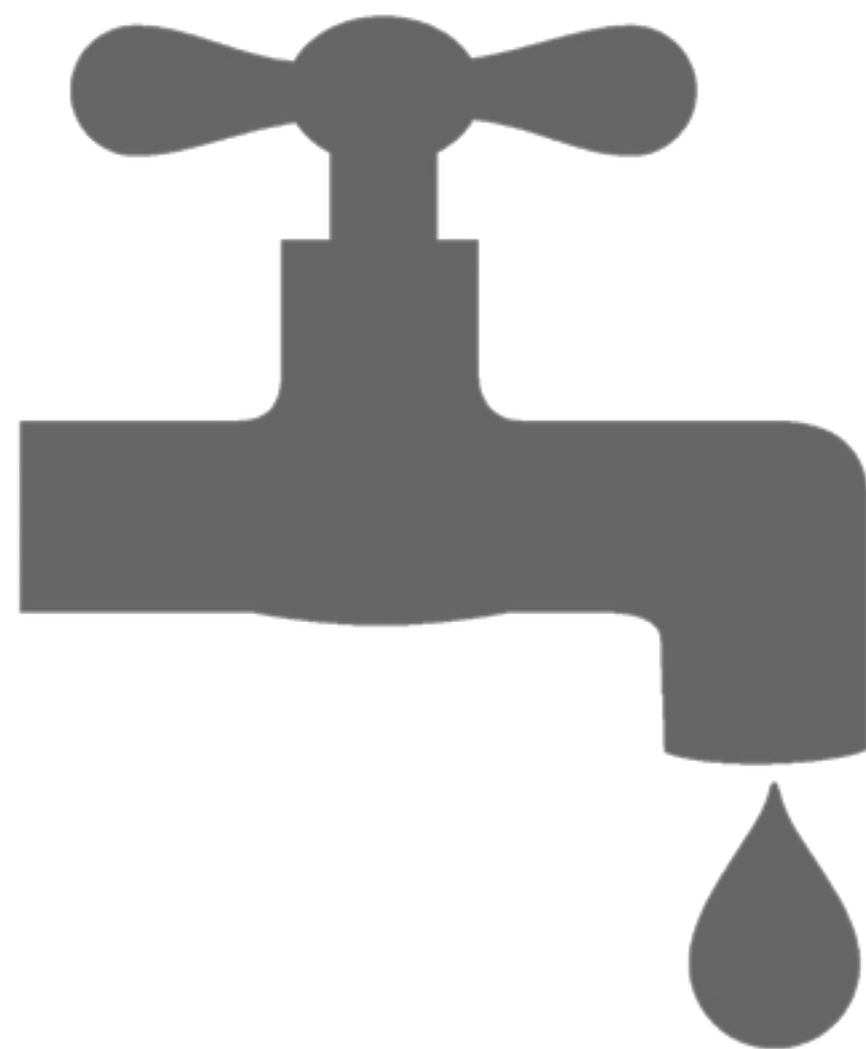
Branch: master New pull request Create new file Upload files Find file Clone or download

scouttle committed on GitHub Merge pull request #9 from simplysecure/scout-resource-adding Latest commit d0b680d 16 days ago

Conference-Publications/HotPETS-2016	Adding HotPETS paper and slides	16 days ago
Research	Add files via upload	3 months ago
UI_text_assets	adding multicultural names	4 months ago
LICENSE	Initial commit	9 months ago
README.md	Update README.md	9 months ago
Shmoocon2016-user-are-people-too.pdf	adding shmoocon 2016 slides	7 months ago
StyleGuide.sketch	Adding Style Guide source file	9 months ago
style-guide-v1.pdf	Adding v1 of the Style Guide	9 months ago



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USERS**



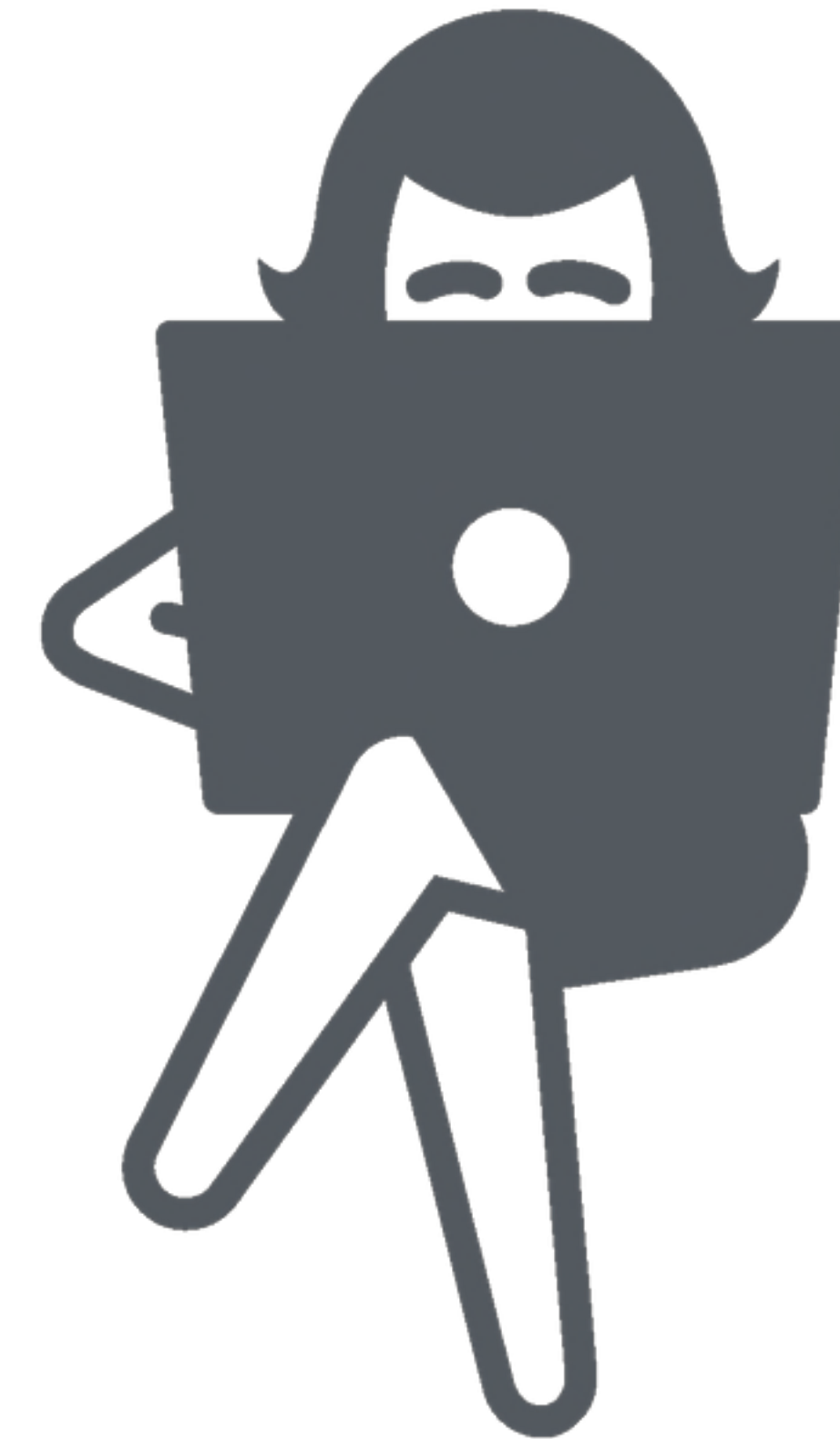
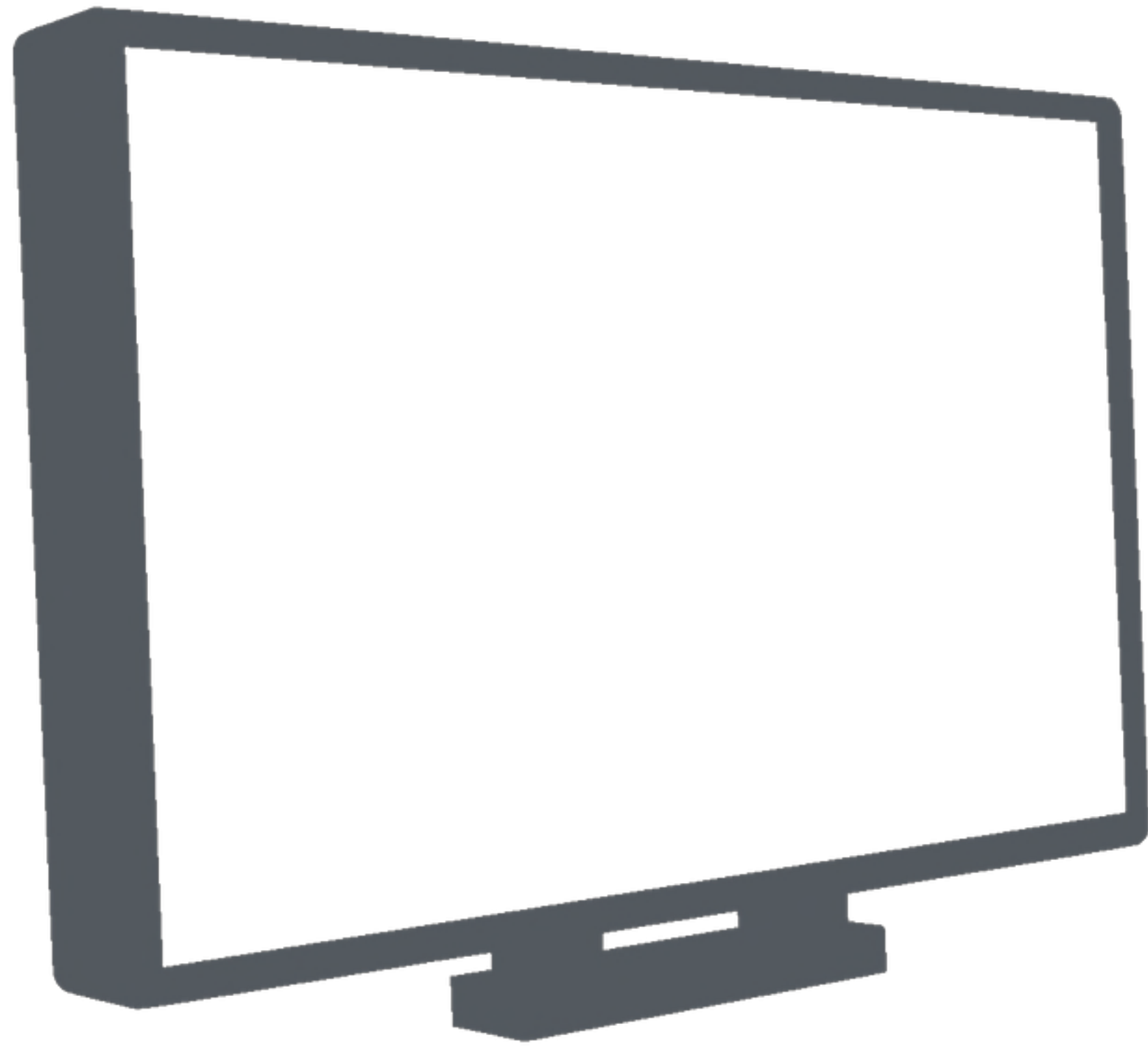
**DON'T  
LEAK  
DATA**



**LEAD  
THROUGH  
DESIGN**

**After a data breach,  
people have longer  
lifespans than companies**

80 million people effected by the Anthem hack, 10s of millions of children  
<http://www.nbcnews.com/business/personal-finance/millions-children-exposed-id-theft-through-anthem-breach-n308116>



**Just don't talk in front of  
your TV, look up health  
info, or drink tea**

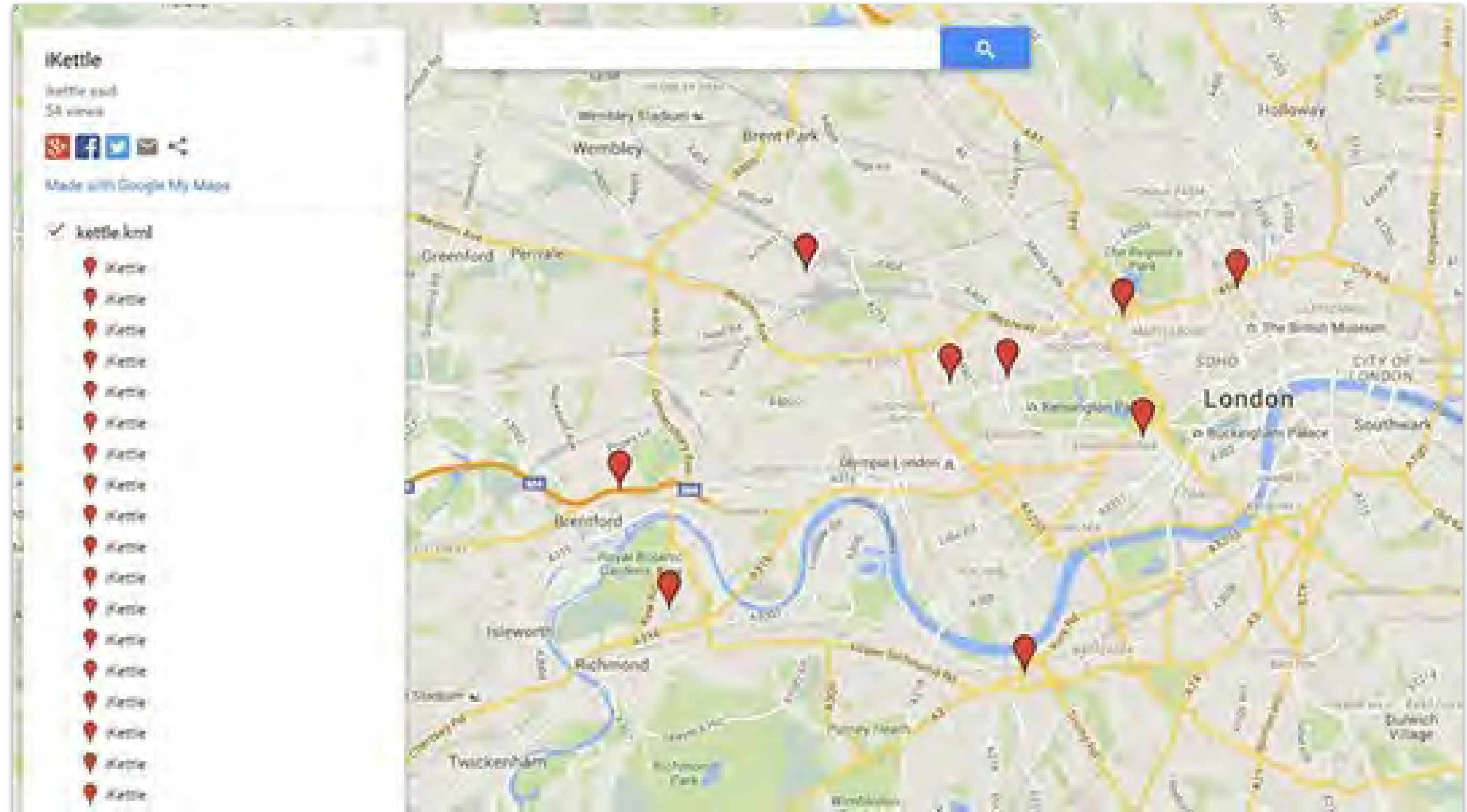
[https://www.schneier.com/blog/archives/2015/02/samsung\\_televis.html](https://www.schneier.com/blog/archives/2015/02/samsung_televis.html)


<http://motherboard.vice.com/read/looking-up-symptoms-online-these-companies-are-collecting-your-data>

[http://www.theregister.co.uk/2015/10/19/bods\\_brew\\_ikettle\\_20\\_hack\\_plot\\_vulnerable\\_london\\_pots/](http://www.theregister.co.uk/2015/10/19/bods_brew_ikettle_20_hack_plot_vulnerable_london_pots/)



**iKettle hack proves wifi vulnerability #IoT #securityfail**





## Login

Username

Password

Your login information is not correct. Please try again.


[Login](#)

Forgot your username or password? [Click Here](#)

You must have a valid "Username" and "Password" to access our services. [Please click here to register.](#)

For additional service or support, please [Contact Us](#).

This login flow leaks user data without being hacked



## Forgot Password?

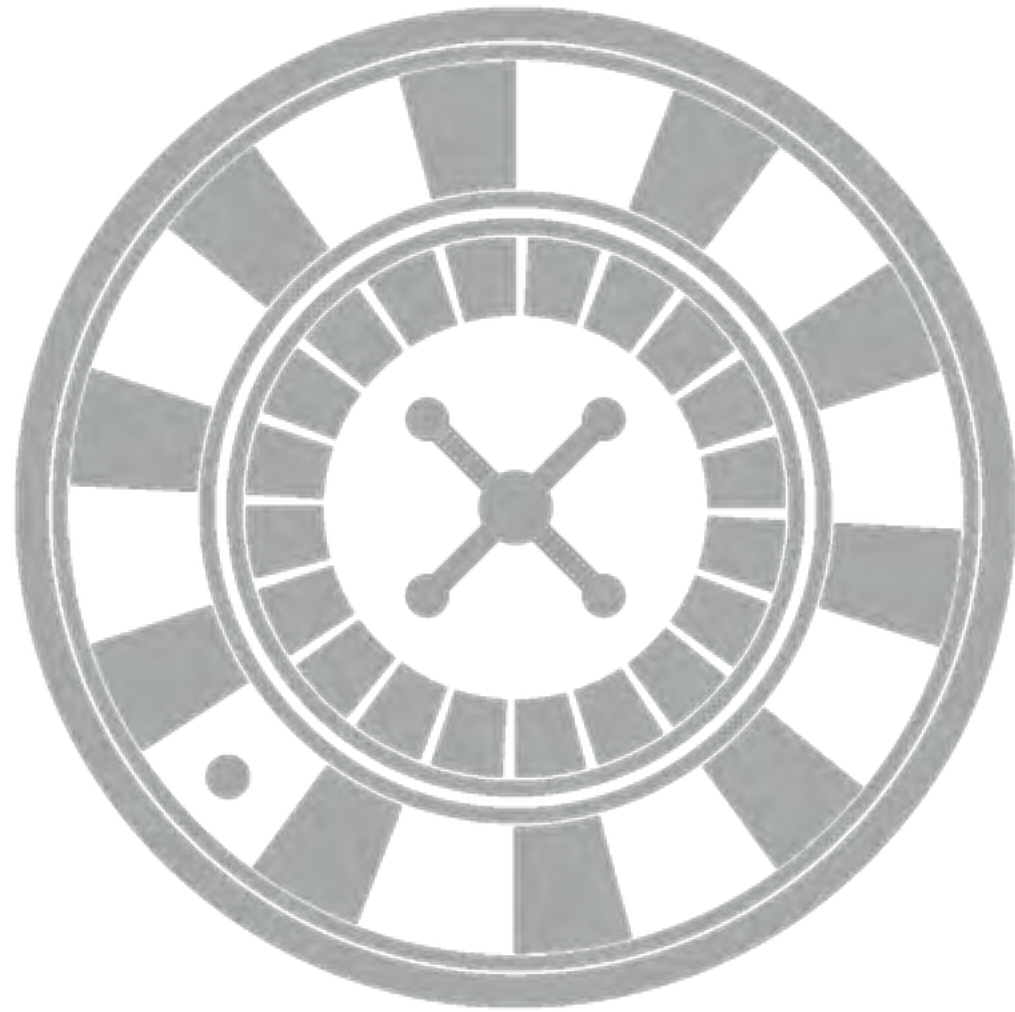
Please enter the email address used on your Ad Profile. Your log-in information will be sent to this email address.

Email Address

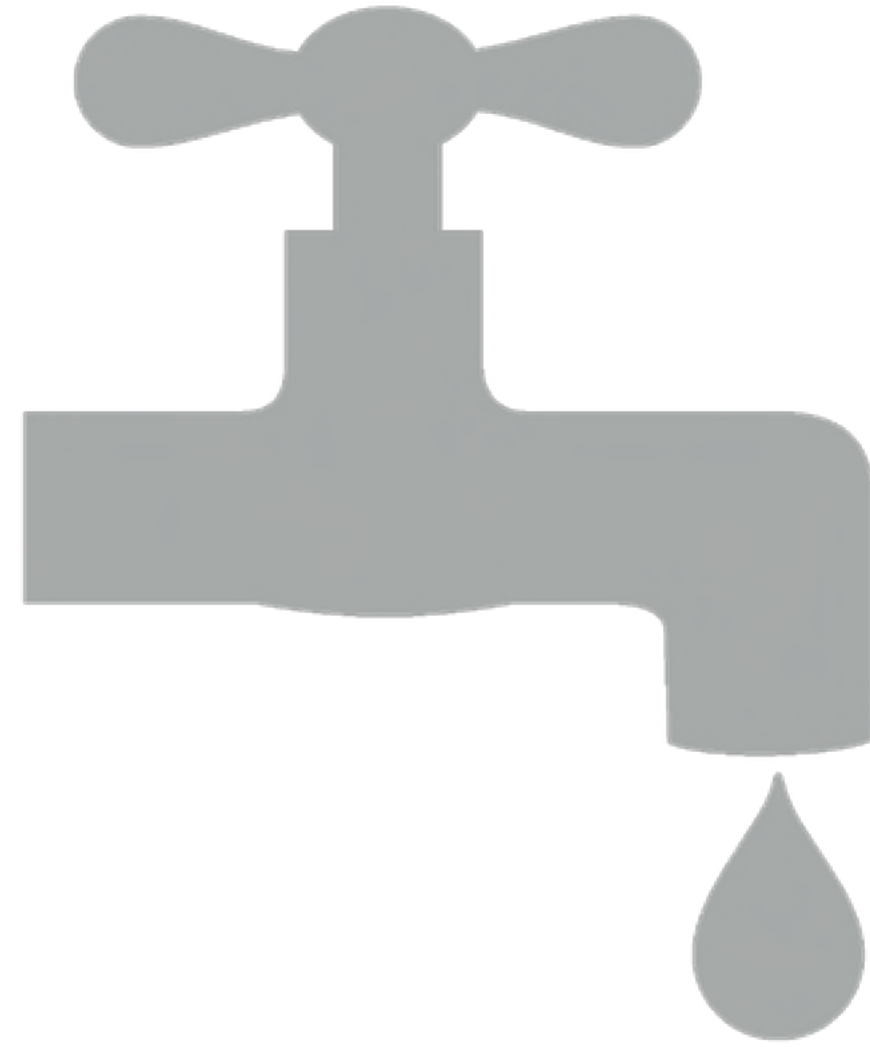
[Send](#)

For additional service or support, please [Contact Us](#).

If you are already a member and have accessed this page in error, [click here](#) to login.



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## Stronger security for your Google Account

With 2-Step Verification, you'll protect your account with both your password and your phone



Why you need it

How it works

How it protects you

**Adding an additional device can improve security**



### It's easier than you think for someone to steal your password

Any of these common actions could put you at risk of having your password stolen:

- Using the same password on more than one site

## How It Works



## Why You Need It



**Brooke turned it on to protect her online reputation.**

*"I don't want anyone else posting as me or accessing my photos."*



**Nick turned it on to protect his email and gaming accounts.**

*"I work and play too hard to have some hacker ruin my day."*

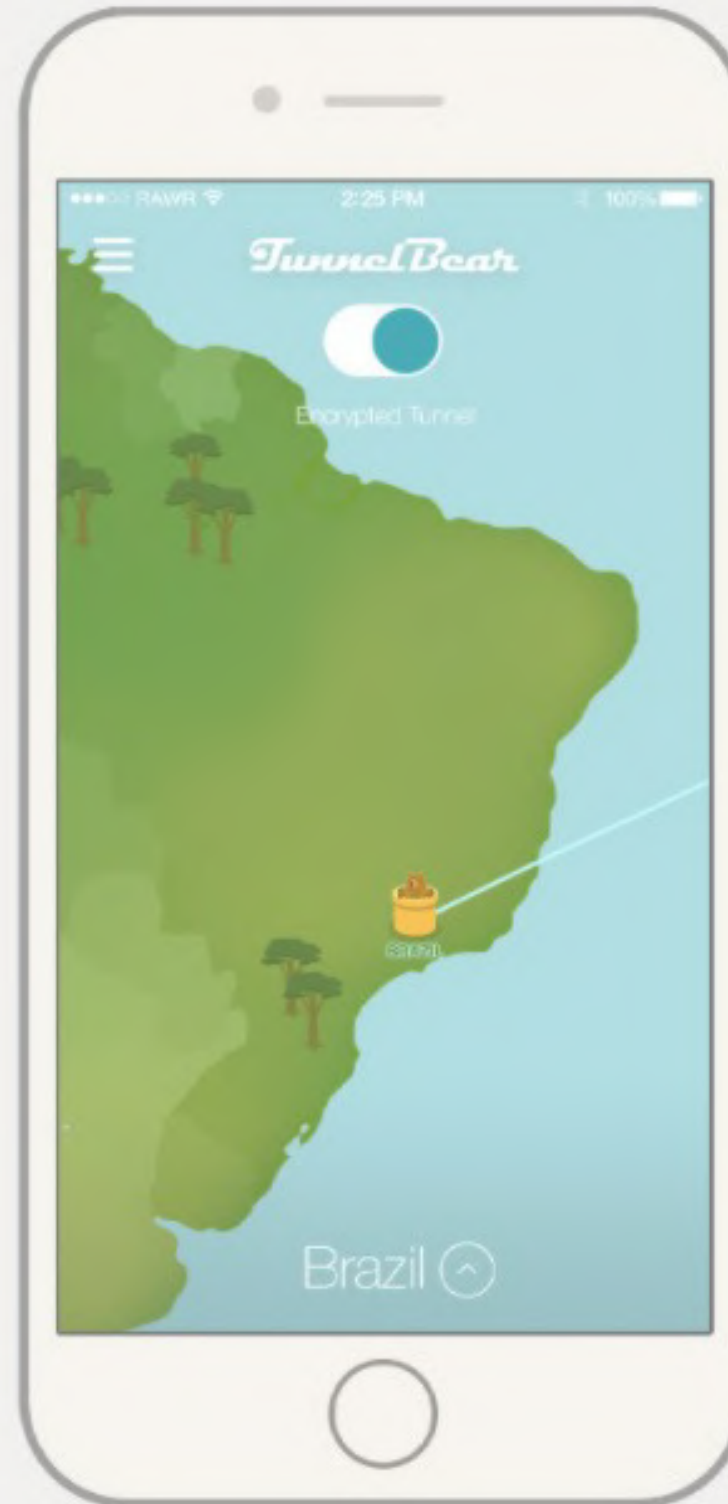


**Suzanne turned it on to protect her financial future.**

*"It's scary to think that all my years of planning could be destroyed simply because someone stole my password."*

**Two-factor authentication (2FA) improves security**

## Why Tunnel to Canada?



### Browse Privately

Hide your IP address & location from ISPs, advertisers and browse the web as if you're in Canada



### Block online trackers

Use TunnelBear to limit advertisers from tracking everything you and your family do online.



### Public WiFi

Secure your browsing on public Wifi from prying third-parties or anyone else while using an open network.



### No Logging

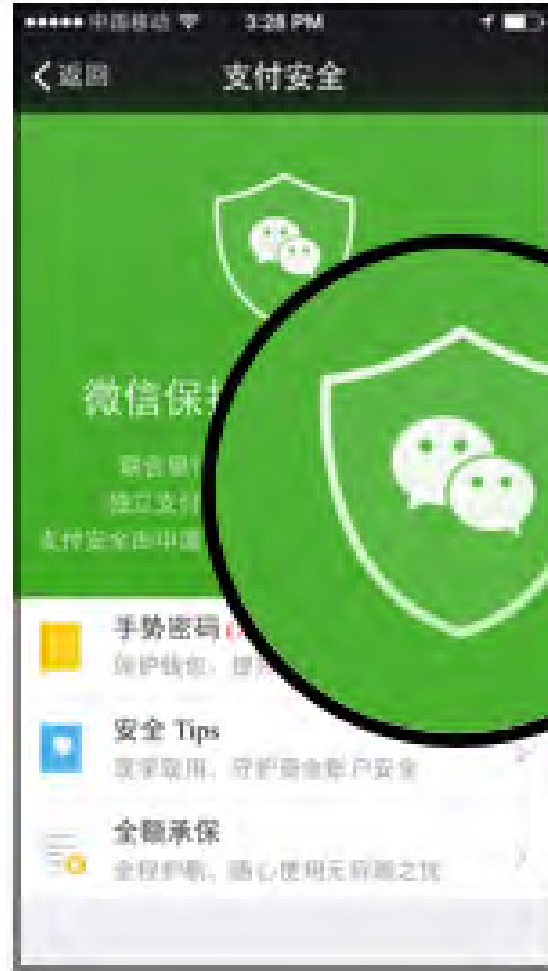
TunnelBear does NOT log activity of users connected to our service. Period.

Content strategy, brand, and tone are opportunities to communicate privacy

Sina Weibo



WeChat



Dianping



Dangdang



Baidu "Security Kit"

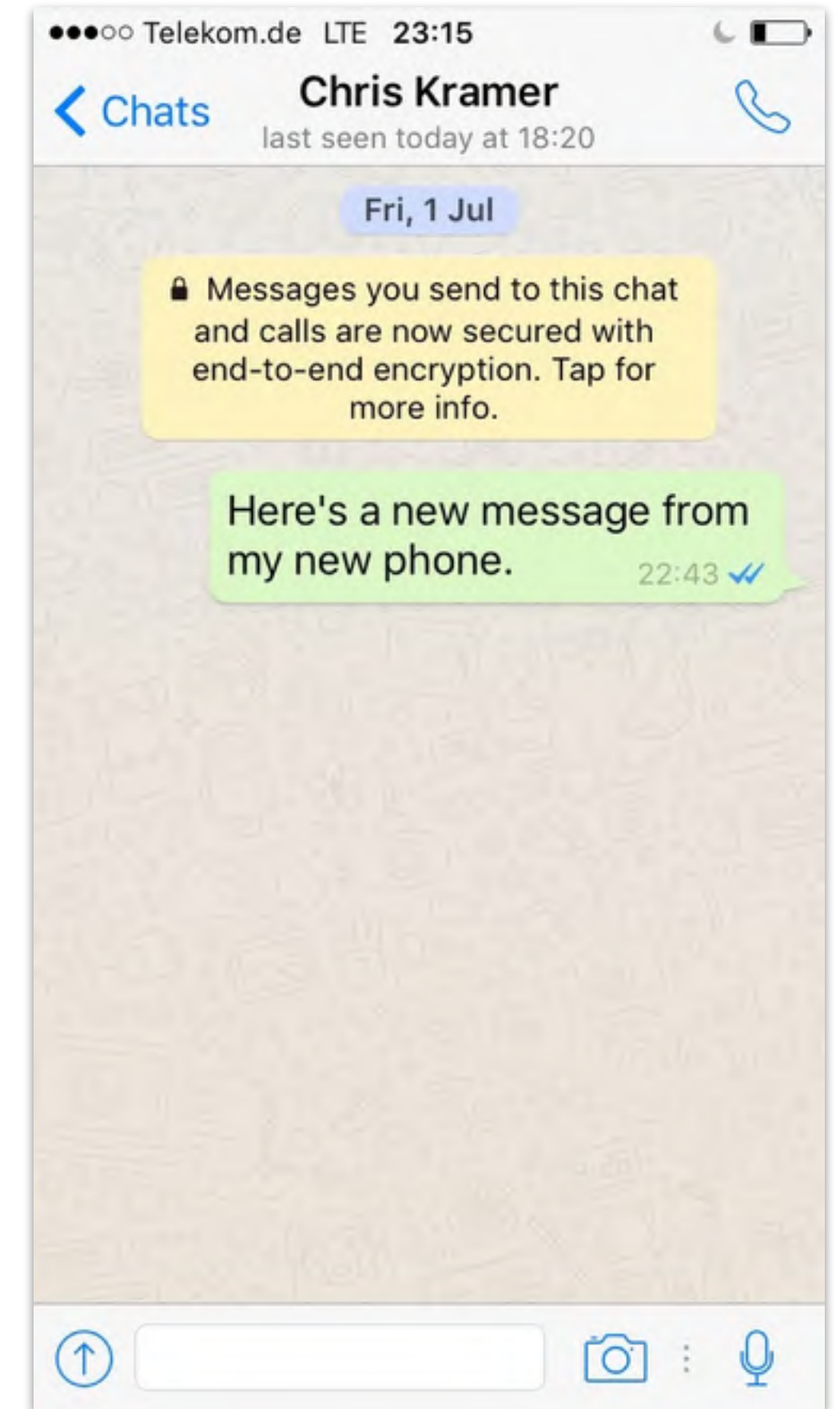
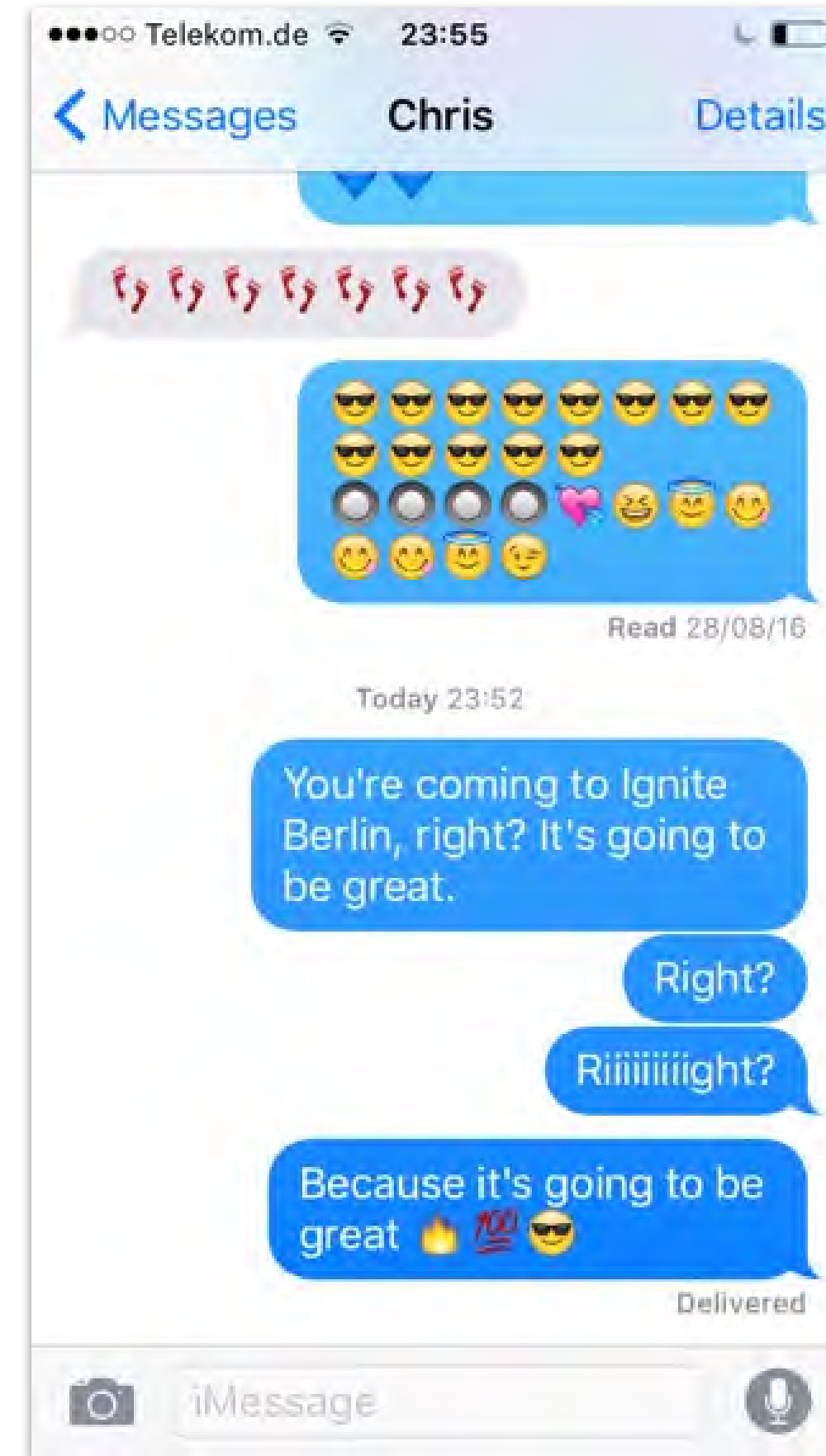
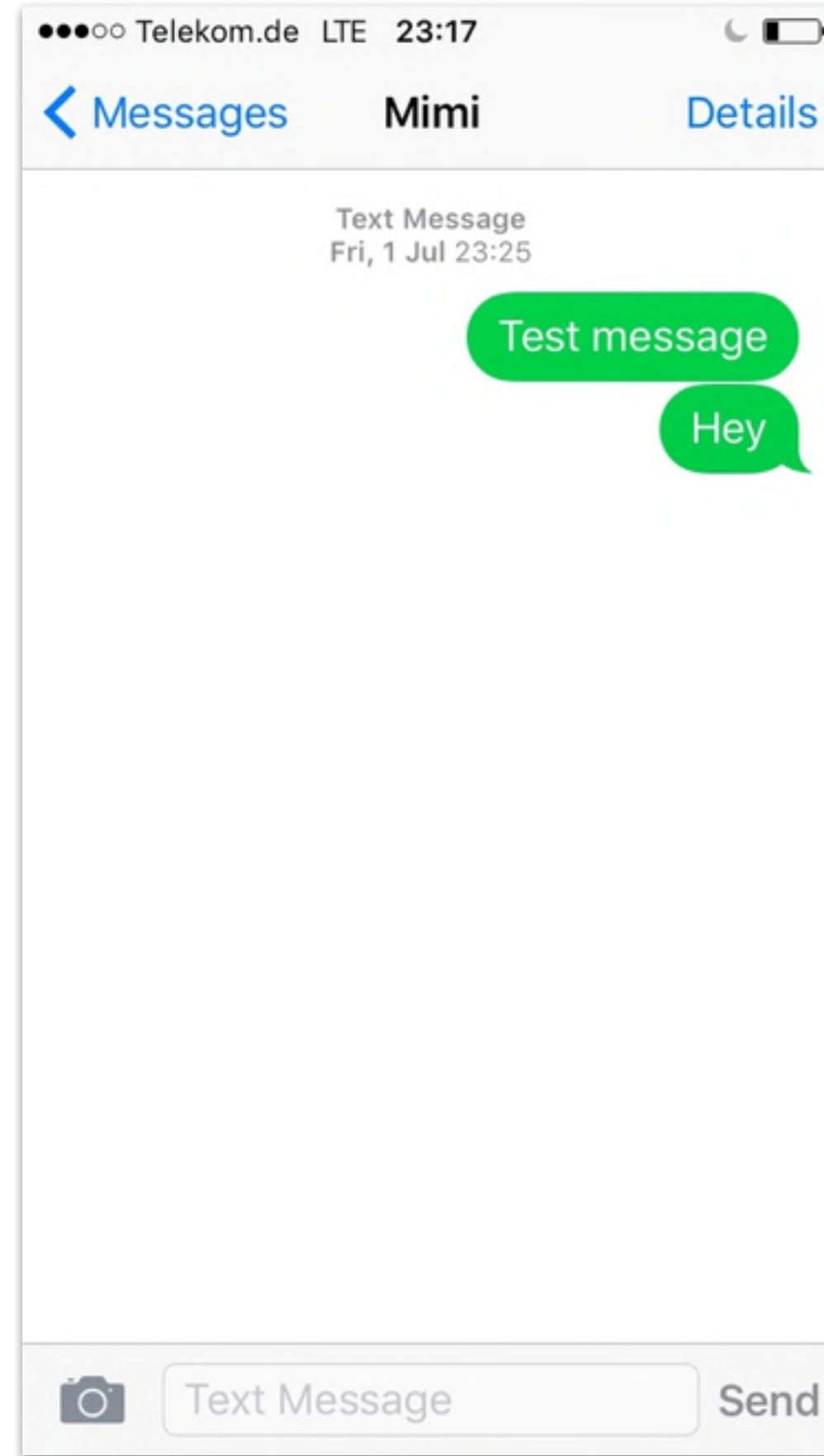


QQ Phone Butler




What do the locks of the Chinese mobile landscape mean?

**Messaging read receipts convey meaning with a limited visual vocabulary**





## This Connection is Untrusted

You have asked Firefox to connect securely to , but we can't confirm that your connection is secure.

Normally, when you try to connect securely, sites will present trusted identification to prove that you are going to the right place. However, this site's identity can't be verified.

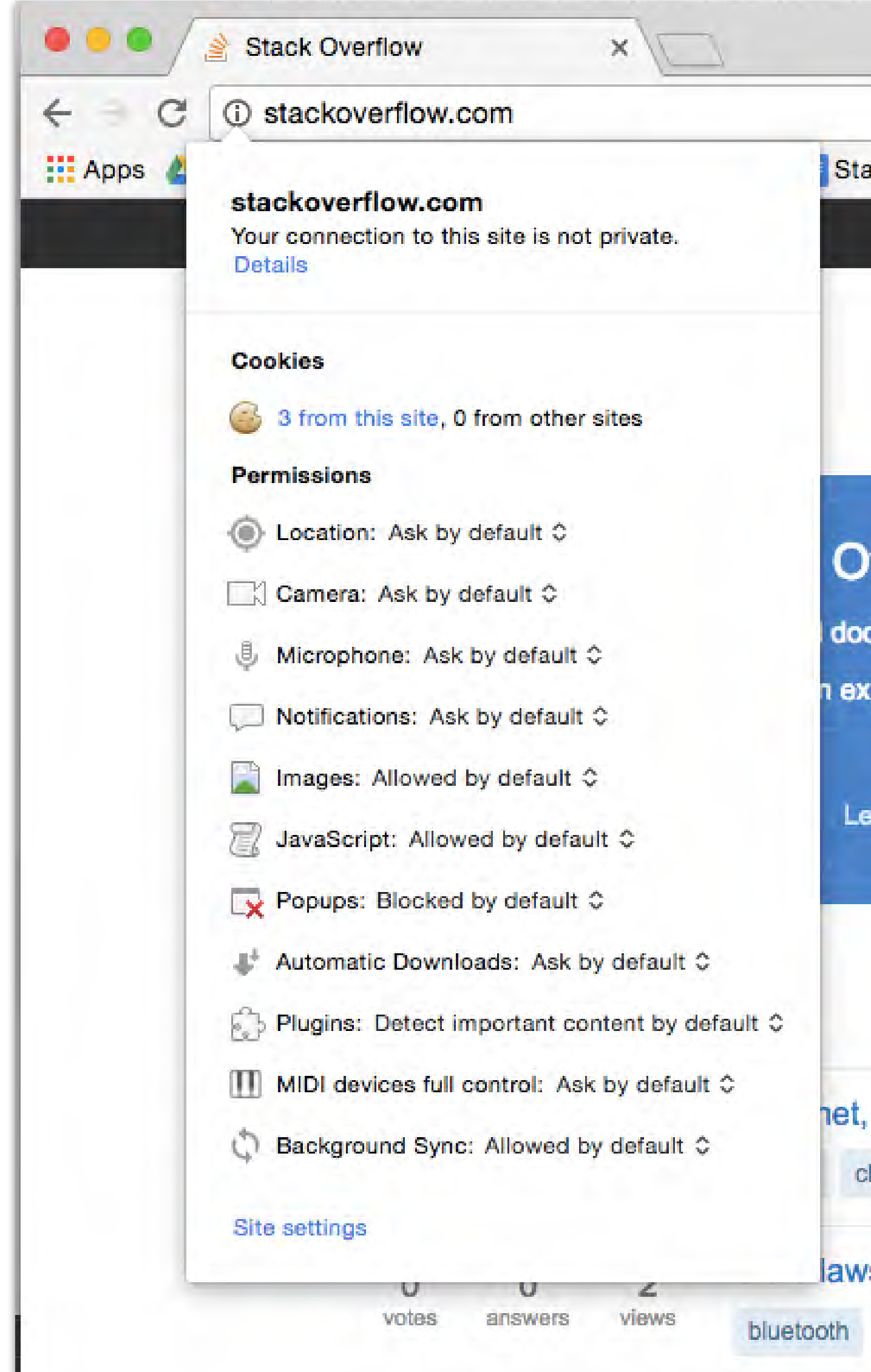
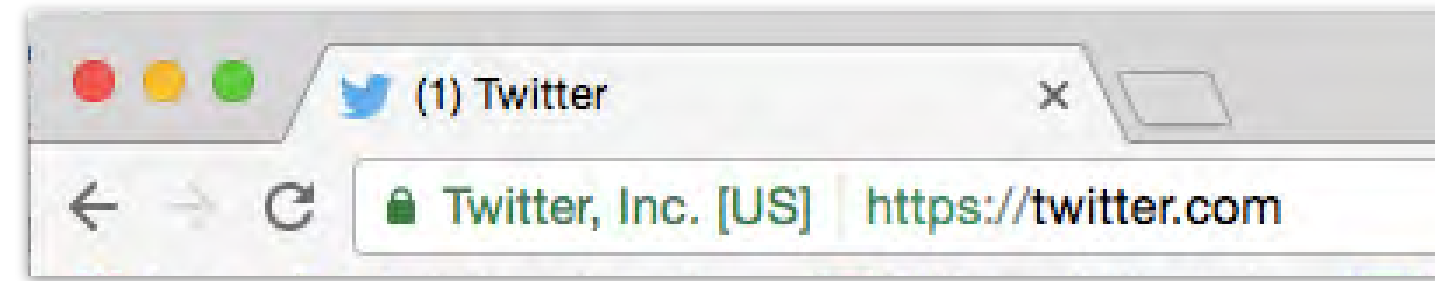
### What Should I Do?

If you usually connect to this site without problems, this error could mean that someone is trying to impersonate the site, and you shouldn't continue.

[Get me out of here!](#)

- ▶ **Technical Details**
- ▶ **I Understand the Risks**

**Browsers also use icons to communicate security risk**






By using @channel, you are about to notify **63 people** in 7 timezones. Are you sure?

[Edit message](#) [Send it now](#)

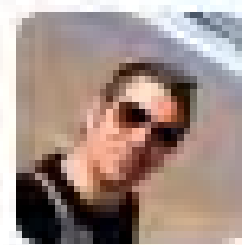
Esc to edit      Return ↵ to send

Pssst... admins! [Team settings](#) control this warning

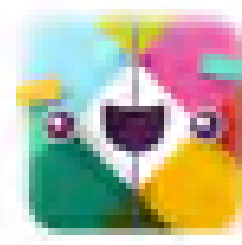


 **slackbot** 10:57 AM


@scout shared your private file [Design in Tech Report](#) in the group 'ss-ssg'

 **Aaron Mackie** 12:23 PM

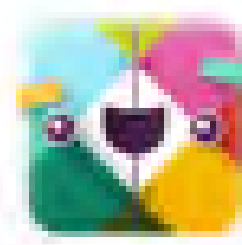
What is the wifi password for the office?

 **slackbot** 12:23 PM

Hey there! The password for the Acme WiFi network is: **AcmeSites2016**

 **Aaron Mackie** 12:23 PM

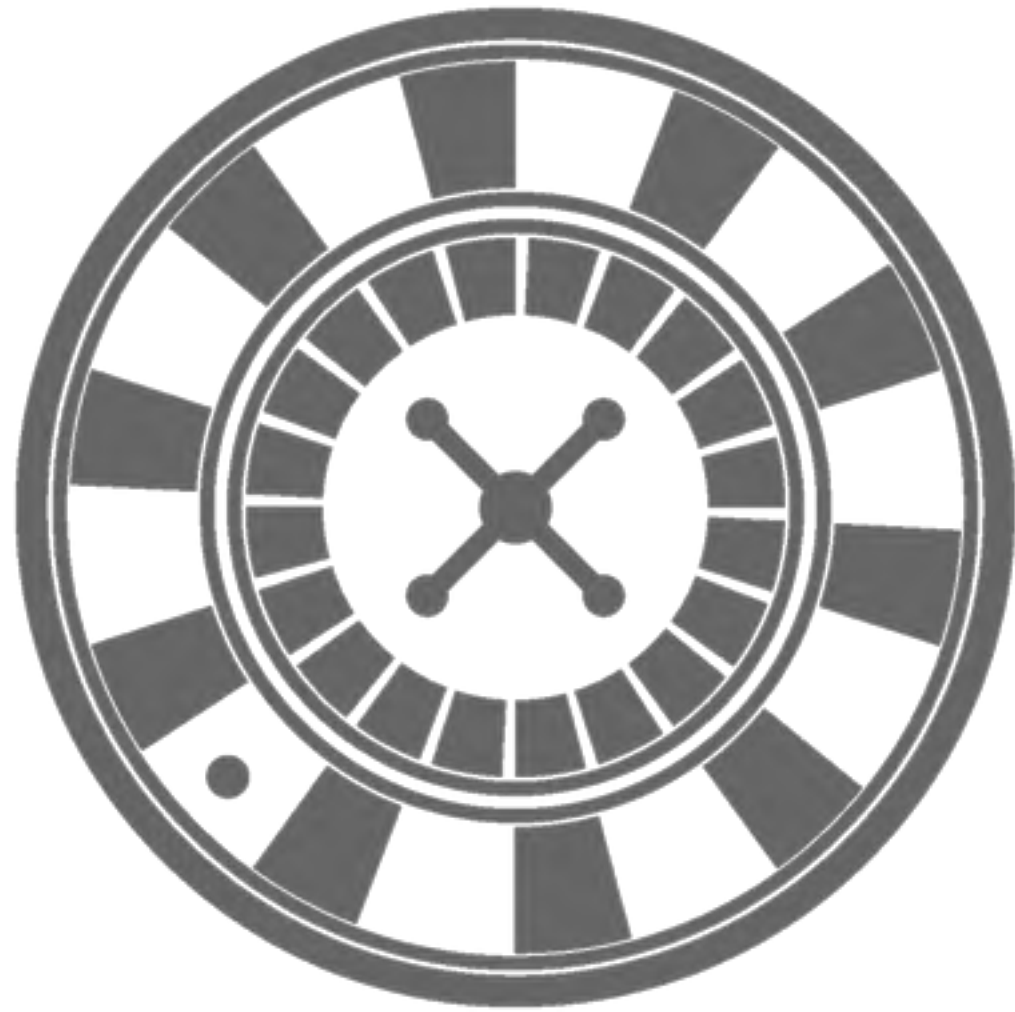
Thank you!

 **slackbot** 12:23 PM

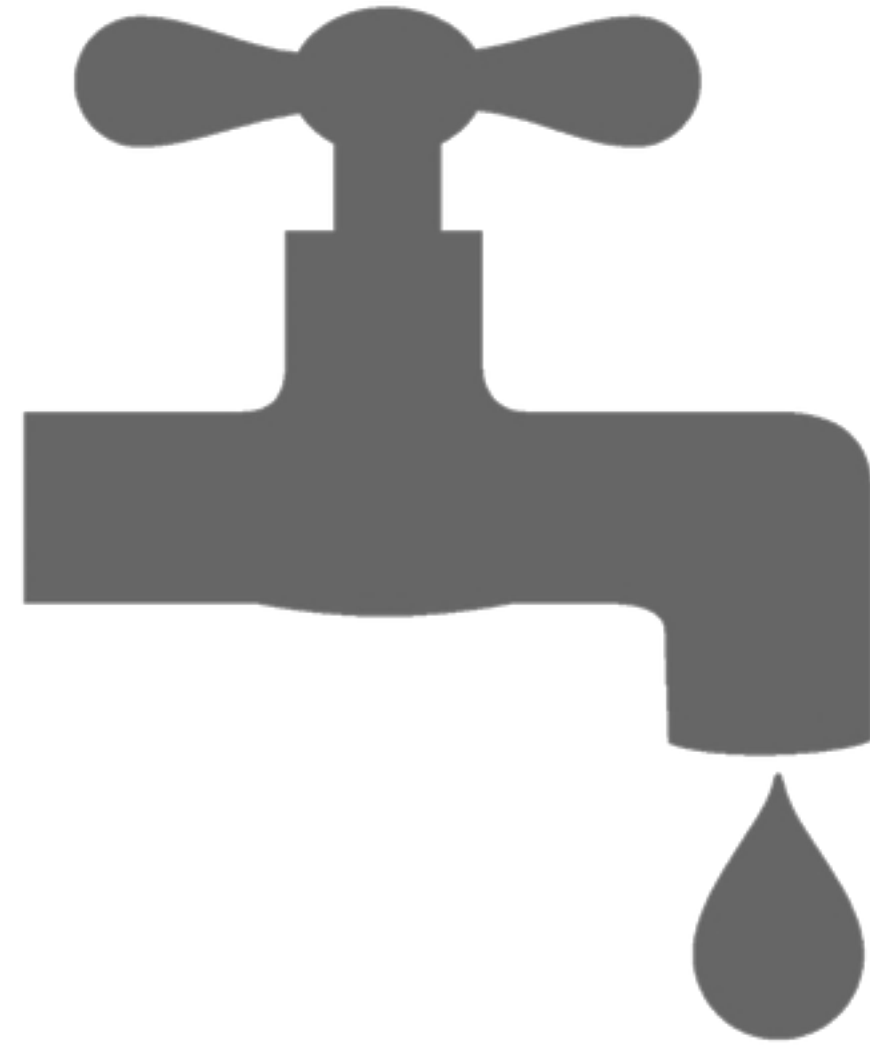
No problem.

**Slackbot reads all, but doesn't comment in 1:1 direct messages**

 **Note:** Custom Slackbot responses occur in channels and in conversation with Slackbot – not in direct messages with other team members. (That would be rude!)



**UNDERSTAND  
RISK TO  
USERS**



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LEAK  
DATA**

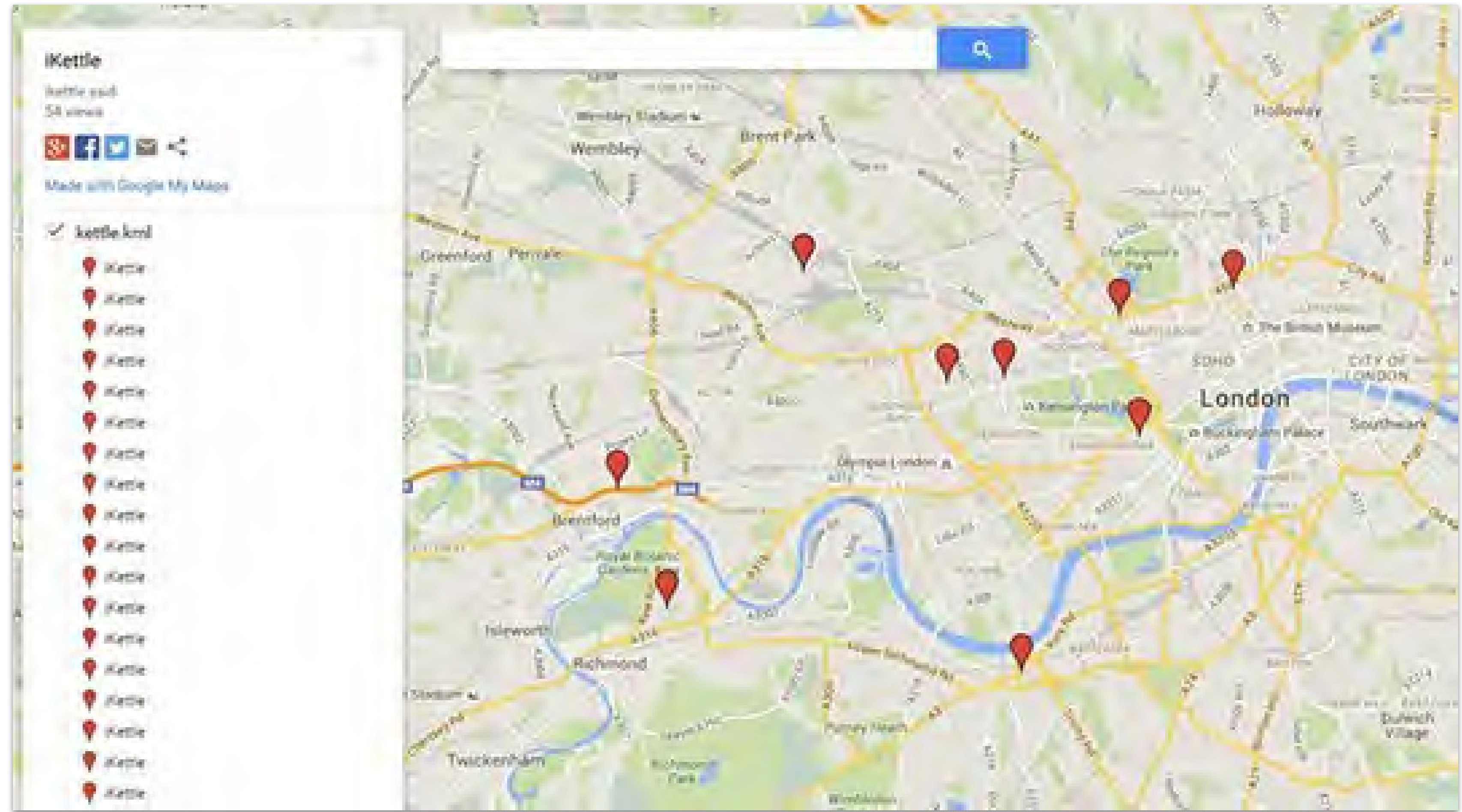



**LEAD  
THROUGH  
DESIGN**





Imagine the consequences of missed data





## Login

Username

Password

Your login information is not correct. Please try again.


[Login](#)

Forgot your username or password? [Click Here](#)

You must have a valid "Username" and "Password" to access our services. [Please click here to register.](#)

For additional service or support, please [Contact Us](#).

Consider the user journey, from account creation to deletion



## Forgot Password?

Please enter the email address used on your Ad Profile. Your log-in information will be sent to this email address.

Email Address


[Send](#)

For additional service or support, please [Contact Us](#).

If you are already a member and have accessed this page in error, [click here](#) to login.



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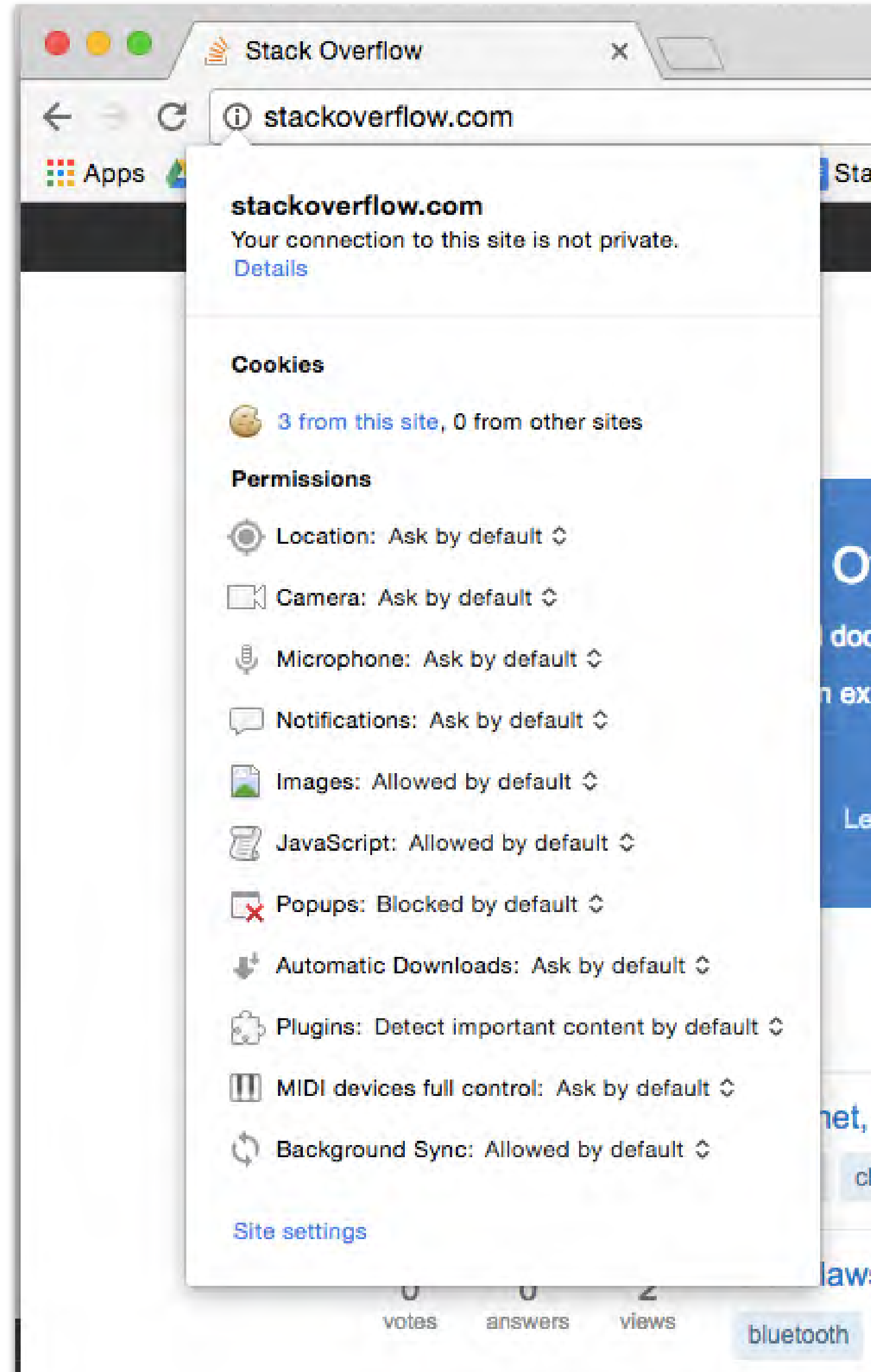
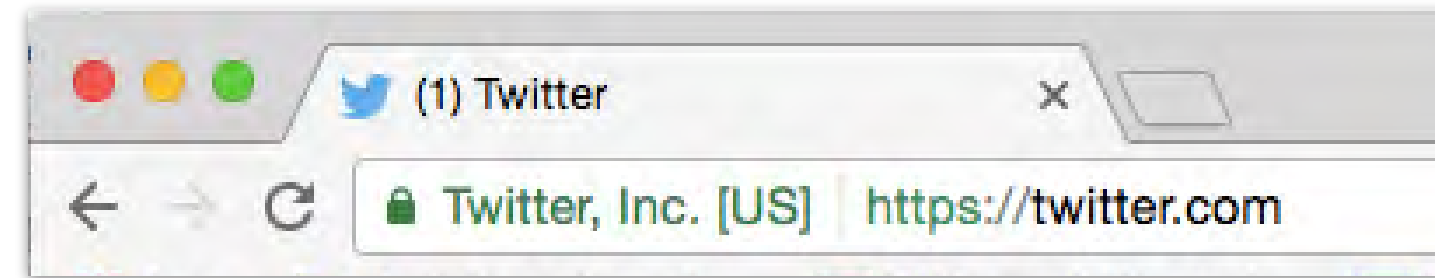
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[Get me out of here!](#)

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- ▶ **I Understand the Risks**



**Design the details that build trust**

**LET'S**

**MAKE**

**BETTER**

**UX**

**FOR**

**PRIVACY**

**THANK YOU !**

**GET INVOLVED**

**slack@simplysecure.org**

**@simplysecureorg**

**@ameellio**

**ame@simplysecure.org**

**Simply Secure**

