

raising awareness for data-privacy
JACQUELINE WONG

TECHNICALS& COALITION

31 AUG 20

01

/1 INTRODUCTION

//1.1 Insights From Dissertation

In my dissertation, *The Fine Line Between Personalisation and Privacy Invasion*, I highlighted the significance of data-privacy, and the lack of understanding industries such as fashion has on the need for considering consumers' data-security. With an increasing reliance on digital platforms, prevalence of e-commerce, and fast development of AI-enabled devices, the risks of data-exploitation, intentional or not, will persist rising if companies continue to prioritise profits over privacy.

The fashion industry in particular, is quickly adopting the use of cookie tracing to gain insight on shopping behaviour, likes and dislikes, purchase history, location, etc. A major benefit to marketers and fashion companies for using data is to hyper-personalise products and target individuals with high precision. Many retailers are looking to expand tracking to the physical realm, grabbing data from in-store movements and geo-location marketing.

This issue is particularly timely with the Covid-19 pandemic, as governments all over the world are implementing tracking technologies to trace virus transmission between citizens. Countries such as China have already implemented a surveillance system whereby people are rated and penalised for their behaviour in public. Privacy is an increasing concern, and regulation has not caught up to protect the public just yet.

Research showed that instead of trying to mitigate privacy concerns or tackle scandals as they come, brands can benefit from proactively addressing these issues and create personalised experiences that involve consumers in the process, in other words, marketing without sacrificing personal privacy.

There must be an open conversation between brands and consumers to steer data-privacy considerations and regulations in the right direction. Transparency in how data is collected, shared and used would increase both the consumers' trust and the brand's image. Consumers are not ready to forego personalisation, but need to regain power over their privacy.

01

//1.2 The Project Brief

With these findings, this project aims to start that conversation between brands and consumers, and educate consumers on the consequences of putting personal information online and how to protect their own data.

This document outlines a proposal to launch a non-profit organisation which aims to bring awareness to the dangers of giving personal information, to teach consumers the basics of staying safe online, particularly when it comes to e-commerce, and draw attention for the need for brands to act responsibly.

This proposal includes a detailed plan of the initial launch, which platforms it will use to target its audience in the short term, and long term plans for the organisation.

//1.3 The Concept

Terms & Coalition will be a non-profit funded by anonymous donors and backers that believe in kickstarting this path towards a healthier data-privacy climate. Its main purpose of educating consumers on the dangers of sharing personal information and best practices online will be largely be through a guide on its website, which will also feature updates on regulations, current events involving data-privacy, and real life stories of people's experiences of data sharing and targeting online. This then creates a place where consumers are not only informed by what Terms

& Coalition writes, but also by the experiences of others, which builds credibility. By using these personal recounts in combination with research, the website will feature a guide for brands to do better by their consumers when it comes to data. In time, Terms & Coalition hopes this will become a platform for consumers to review websites and brands for their customer service involving data, and therefore create pressure for brands to act responsibly.

//1.4 The Launch

A challenge Terms & Coalition will face is gaining attention and traction from its target audience. While the issue is pressing, it is not as widely discussed as say, climate change. The irony is that the lack of understanding will make it difficult for viewers to grasp the gravity of the situation and care enough to maintain their attention.

Terms & Coalition will create an interactive film that demonstrates to players/viewers how easy it is for companies and individuals to gather personal information from seemingly mundane and everyday online activities. Interactivity is much more powerful of a learning tool and has a higher potential to sustain attention than still or even moving images. This film aims to shock and intrigue the audience by presenting a fairly

negative consequence of relinquishing data, so that players are encouraged to find out more about how Terms & Coalition can help them.

The launch will utilise popular platforms the target cohort uses, mainly browser (mobile and desktop), Instagram, YouTube, and TikTok, to broadcast the film. All traffic from its owned platforms will be directed to the Terms & Coalition's new website.

A press kit will also be sent to press in the genres of pop culture, fashion, and industry press, to further the launch's reach.

02

/2 LAUNCH FILM

//2.1 Overview

To gain the attention of the young demographic, Terms & Coalition will release a film which will shock and entertain. Not only is moving image or film more engaging to viewers, but by adding interactions within the film the retention rate could significantly increase.

The interactions will be decisions that the viewer/player will need to make to proceed through the film, similar to the hugely popular film Bandersnatch. These branching points will highly impact some important everyday choices we make that put our data-privacy at risk, such as logging into websites using Facebook or Google accounts, enabling advertising cookies, clicking consent to all without understanding what it is, logging into public wifi, saving passwords on multiple devices, saving credit card details, the list goes on.

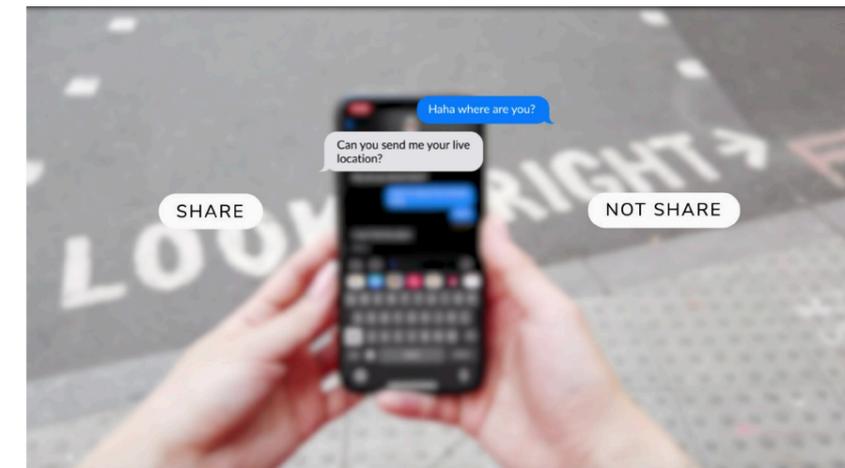
The film will go through these choices, which seemingly branch off into different endings, but seven of the eight planned endings are actually the same: no matter how many 'data-considered'

decisions people make, the fact is that regulation and company exploitation of personal data is simply not sufficient to protect people today. This narrative will hopefully lead consumers who play to find out more about Terms & Coalition and learn about how to protect themselves, as well as pressure industry leaders and lawmakers to re-evaluate their own data-security practices within their respective fields.



SCAN TO WATCH FILM

FILM CREDITS
Shot, Directed, Edited by: *Jacqueline Wong*
Actress: *Martha McMullen*



Interactions pop up as bubbles that players can select to jump ahead to corresponding clips



Film shot in point-of-view so players are more engaged with the decisions

/3 WEBSITE

//3.1 Overview

The Terms & Coalition website will launch alongside the film, and provide a platform where viewers can find information about the current issues of data-privacy, learn how to protect themselves, read updates on privacy regulations, and contribute to the cause by submitting their own encounters, thoughts, and stories.

At launch, the website will have the following pages:

1. Homepage
2. 'About' page explaining what Terms & Coalition stands for and can provide the public
3. 'Your privacy' page that educates viewers on what the dangers and consequences are for the ways data can be extracted
4. 'Campaigns' page where the film will be featured
5. 'Brands guide' page where a list of "best practice" will be explained
6. 'The conversation' page, a blog written by staff and the public.

In the first six months of launch, the goal is to fill 'the conversation' page with stories submitted by real people to build a community of supporters, as well as relatability for the cause.



//3.2 Guidelines for Consumers and Brands

The most important content on Terms & Coalition’s website in the first few months is its educational guide for consumers to learn about data-privacy and best practice while browsing online.

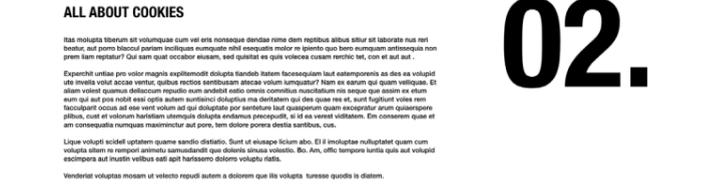
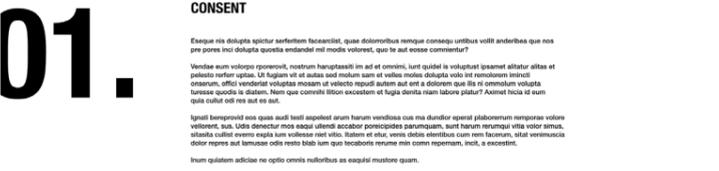
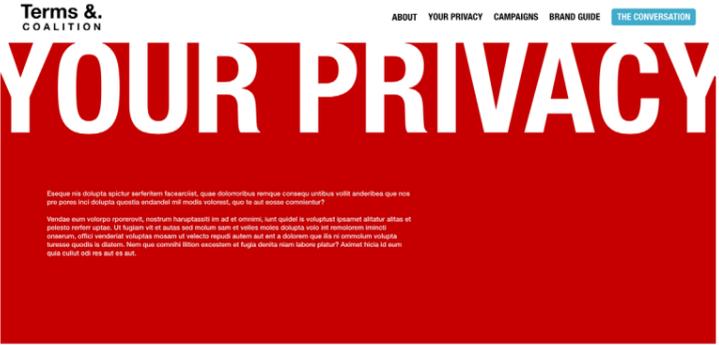
Topics such as GDPR, cookie data, Facebook logins, etc. will be listed clearly, with an explanation of what they mean, what consequences bad practice may lead to in each category, and how to avoid them. The goal is to make it short and simple enough to retain viewers’ attention; this information can be found elsewhere on the internet, but is often scattered and vary in complexity.

Over time, this section will include videos as well so that these topics (which can sometimes be dull) are communicated in an engaging and memorable way.

The “Brand Guide” page will follow the same structure, with guidelines in various categories listed, similar to a manifesto. This will become

increasingly comprehensive in time, as the public starts to share their concerns and views on changes they would like to see.

Terms & Coalition will not target any specific brand to start, but may run campaigns against brands in the future that the public feel strongly about, or one that is particularly in need of reform. However, the website will feature articles on brands, auditing their data-policies and comparing personal data considerations of different brands.





//3.3 The Conversation (Blog)

As previously mentioned, Terms & Coalition aims to be the catalyst that prompts an open conversation between brands and consumers regarding data-privacy. The blog page will serve this purpose; by encouraging the public to submit thoughts and stories of their own alongside articles written by staff about data-privacy, “The Conversation” will become a space where consumers can start to feel heard and read other stories that may relate to their own experiences.

Others who see these peer-written posts may have also had similar experiences with the same brand, and could be the start of a community led petition to place pressure on companies that fail to meet customers’ standards.



EMILY

Itas mollata tiberum sit volumque cum vel eris nonseque dentur nemo dem regibus alibus siliur sit laborata nus rei beate, aut porro blacod parum indicique eumque estit essequita molir re quento quo bene eumquam antisequia non prem iam repatit? Qui sam quat occabor eliam, sed quisitat es quis volocaa cusam nerchio tet, con et aut aut .

Venderit volutas mosam ut velecto repudi autem a dolorem que ita volupta furesco quodis in diatem.



SARA

Ignat benepervid eos quas audi testit aspeletit arum harum vendita con ma dandur epnat plaborem temporae volere vellocet, nus. Udsi deneclur moa equi aliendi acc in abor poraspicidae parumquam, sunt harum reumquā villa volir silius.

Inum quatem inflicite ne eglio omnia nulloribus an equiqui muore quam.



JORDAN

Itas mollata tiberum sit volumque cum vel eris nonseque dentur nemo dem regibus alibus siliur sit laborata nus rei beate, aut porro blacod parum indicique eumque estit essequita molir re quento quo bene eumquam antisequia non prem iam repatit? Qui sam quat occabor eliam, sed quisitat es quis volocaa cusam nerchio tet, con et aut aut .

Venderit volutas mosam ut velecto repudi autem a dolorem que ita volupta furesco quodis in diatem.



FACIAL RECOGNITION

Volorent, sus. Udsi deneclur moa equi aliendi accabor poraspicidae parumquam, sunt harum reumquā villa volir silius, esitata cultit eveno eglio iam volocaa tet vito. Itatem et etur, venis debet eleribus cum rem faciam, stat verimquae.

Dolor repenti aut lamocaa iche recto hibi lum quo feacolori reume mōi comn ropemam, nōci, a exestitit. Inum quatem afflicite ne eglio omnia nulloribus an equiqui muore quam. Venderit volutas mosam ut velecto repudi autem.



TARGETED INSTA STORIES

Itas mollata tiberum sit volumque cum vel eris nonseque dentur nemo dem regibus alibus siliur sit laborata nus rei beate, aut porro blacod parum indicique eumque estit essequita molir re quento quo bene eumquam antisequia non prem iam repatit? Qui sam quat occabor eliam, sed quisitat es quis volocaa cusam nerchio tet, con et aut aut .

Venderit volutas mosam ut velecto repudi autem a dolorem que ita volupta furesco quodis in diatem.



ARE YOU BEING HACKED?

U sam quat occabor eliam, sed quisitat es quis volocaa cusam nerchio tet, con et aut aut .

Venderit volutas mosam ut velecto repudi autem a dolorem que ita volupta furesco quodis in diatem. Ignat benepervid eos quas audi testit aspeletit arum harum it ano reventia con ma dandur epnat plaborem temporae. Deneclur moa equi aliendi accabor poraspicidae parumquam, sunt harum reumquā villa volir silius.

04

/4 SOCIAL MEDIA

//4.2 Overview

At launch, Terms & Coalition will also create Instagram, YouTube and TikTok accounts to raise awareness and promote the film. YouTube and TikTok will primarily focus on promotion and distribution of the film, while the Instagram profile will be its main platform for social reach.

To increase the visibility of the film, Terms & Coalition will use YouTube as another method of distributing the interactive film by linking the clips together through end-screen links. A truncated version of the film will be used for this purpose, with a link posted to encourage viewers to keep playing on the full version on Terms & Coalition's website. This will drive traffic to the website where visitors will hopefully browse through additional content.

While Facebook is still a popular platform for Millennials (and less so for Gen Z, although still important), it is heavily involved in many of the ways brands collect personal data, and has been linked to data scandals in the past, most notably,

Cambridge Analytica. The image of Facebook therefore contradicts the values of Terms & Coalition and will not be used to organically promote the organisation. Only paid ads will appear on the platform.

//4.2 Instagram

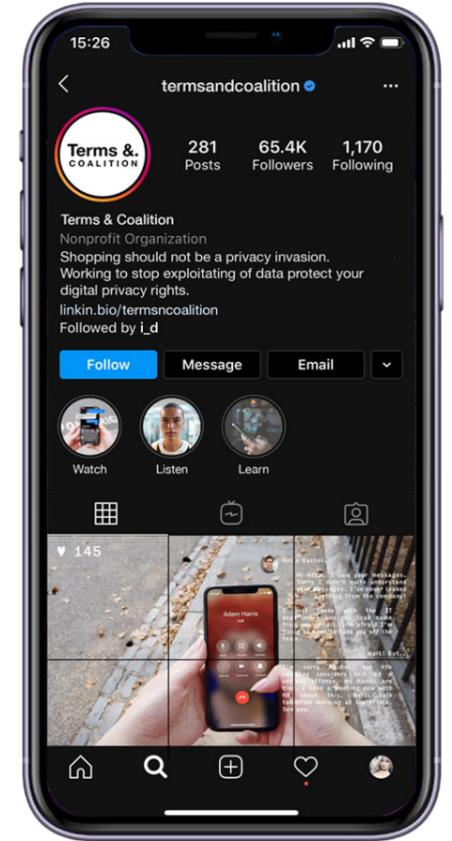
Instagram is the most important platform to target due to its popularity with the target demographic and the fashion industry and e-commerce industry's reliance and presence on the platform. Since Instagram is the platform the target demographic associates most with shopping and where fashion brands spend a large portion of their digital marketing budget, it seems fitting that Terms & Coalition uses the platform to raise data-privacy awareness surrounding that very industry.

The Terms & Coalition profile will first push its launch film. The profile will then be a space where followers find updates on new articles, new videos, profiles on their peers' real stories, and tips on how to stay safe. There will be an advice story highlight that is permanently on the profile for new followers to click through.

Instagram stories is also a great tool to keep the theme of engaging the audience and interactive content. Quizzes can be used to help inform viewers on the different issues of data-privacy. It

can also use its poll function to understand what type of content matters to viewers, and which brands they would like to see audited for example.

Metrics generated from Instagram, and all owned social media platforms can also be used to inform content and drive conversation where viewers would like to contribute to.

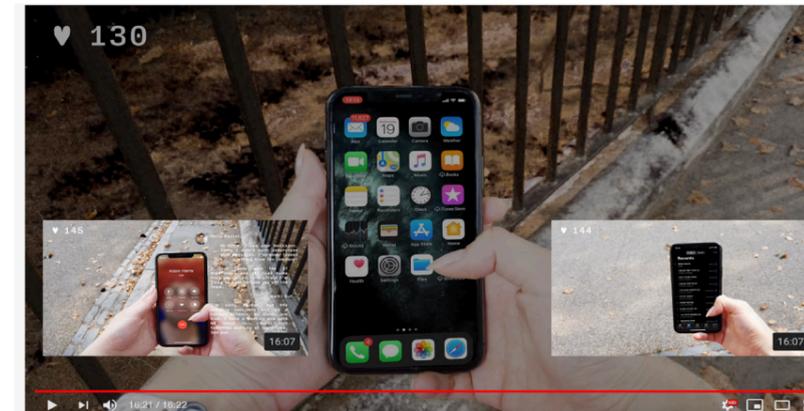


//4.3 YouTube

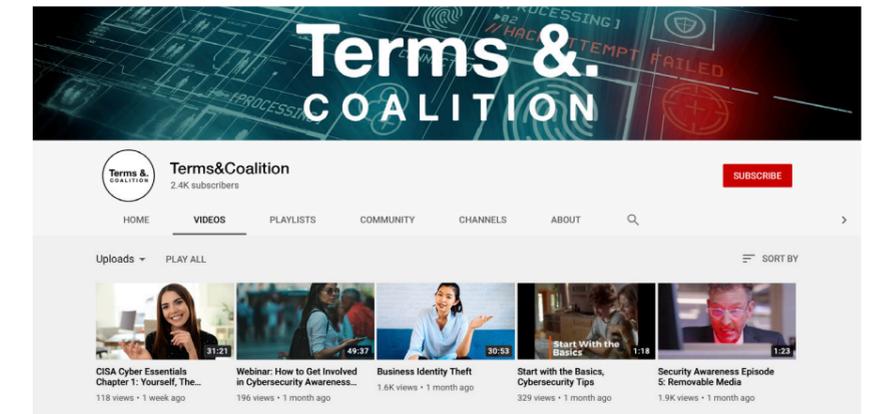
A mockup of the interactive function on YouTube (end-screen links) is shown on the left. The downside of this format compared to the full film is that it would be much more difficult for players to go backwards in the timeline, and is less user-friendly and streamlined in general.

Content from the “Your Privacy” guide on the website will be converted to short videos that people can either find on the website or directly through YouTube. Information retention is much more effective in video format, and since one of the main goals of Terms & Coalition is to educate, this may see a higher rate of success than written content.

The videos will show staff talking about data-privacy topics and tips to the camera in a casual, conversational manner to come across as relatable, and the information will be presented in an easily digestible way. This should appeal to a wide audience, but particularly well for the target young consumers.



Using end-screen links on YouTube to play interactive film



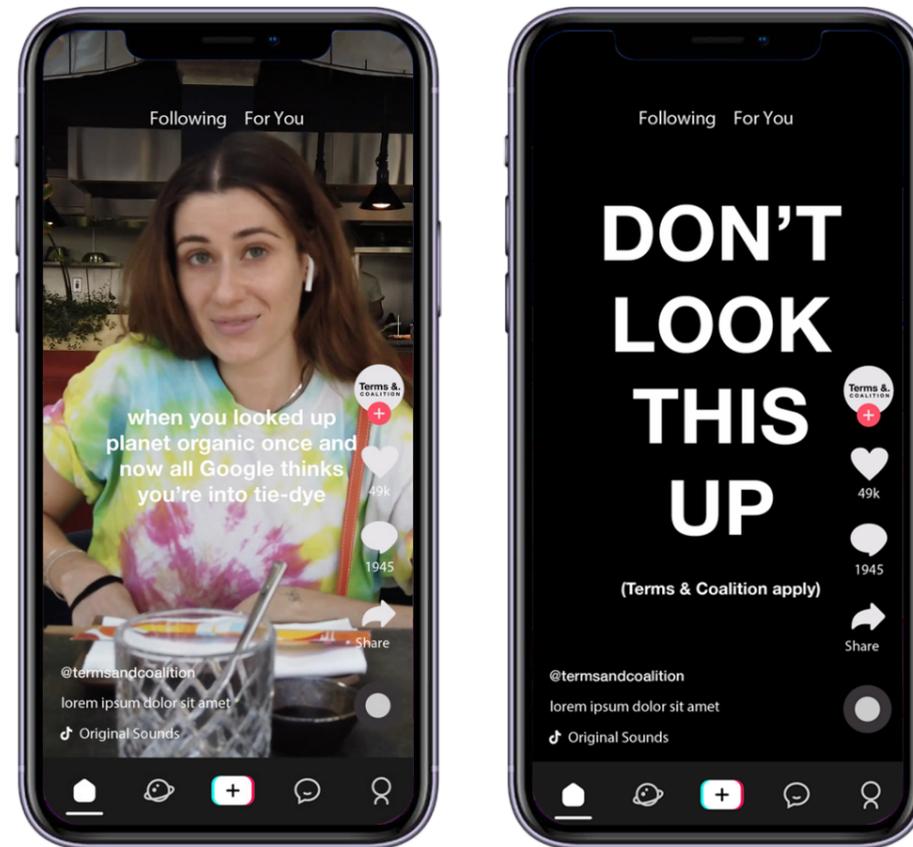
Educational content on Terms & Coalition “Your Privacy” page made into video format for YouTube

//4.4 TikTok

TikTok will not be the primary focus of social media activities at launch, but nevertheless is a powerful and quick tool to promote the film to a young audience. TikTok is particularly popular with Gen Z and increasingly with young Millennials.

The format of videos will be short, and humorous in tone. Care must be taken however not to lose the message of data-privacy.

Two mockups of this concept has been created using a clip from the film and another using its campaign title/hashtag.



//5.3 Paid ads

Paid ads on Facebook will feature the campaign title "Don't Look This Up", a cheeky way of enticing viewers to of course look up what the ad is about. These ads will directly link to the page on the website with the film.

This increases traffic to the website and boosts the likelihood of viewers browsing through the educational content.

Google ads will also use this as image ads. Additionally, Terms & Coalition will run a pay-per-click ad on its website link for the first month of its launch to increase its search ranking.



Contact:
jacquelinenswong@gmail.com

