



# PRIVACY, CLICKWRAPS AND CONSENT: WHAT DOES IT MEAN WHEN WE CLICK, 'AGREE'?

A Curriculum Resource for Elementary and  
Secondary Classrooms

# From Tumblr

← ↻ 🔒 <https://www.tumblr.com/policy/en/terms-of-service>

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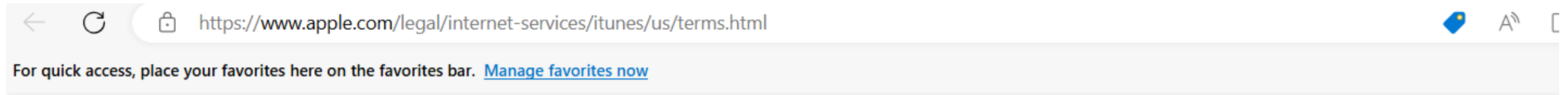
## 3. Use of the Services

### Eligibility:

You may not use the Services, provide any personal information to Tumblr, or otherwise submit personal information through the Services (including, for example, a name, address, telephone number, or email address) if you are under the Minimum Age. The Minimum Age is (i) thirteen (13), (ii) sixteen (16) for users in the European Union or the United Kingdom, or (iii) eighteen (18) for certain features like to give or receive tips (**“Tipping Feature”**). You may only use the Services if you can form a binding contract with Tumblr and are not legally prohibited from using the Services.

You have to be the Minimum Age to use Tumblr. We're serious: it's a hard rule. “But I’m, like, almost old enough!” you plead. Nope, sorry. If you're not old enough, don't use Tumblr. Ask your parents for a Playstation 4, or try books.

# From iTunes



## Legal

Hardware Software Sales & Support Internet Services Intellectual Property M

g. You may not use or otherwise export or re-export the Licensed Application except as authorized by United States law and the laws of the jurisdiction in which the Licensed Application was obtained. In particular, but without limitation, the Licensed Application may not be exported or re-exported (a) into any U.S.-embargoed countries or (b) to anyone on the U.S. Treasury Department's Specially Designated Nationals List or the U.S. Department of Commerce Denied Persons List or Entity List. By using the Licensed Application, you represent and warrant that you are not located in any such country or on any such list. **You also agree that you will not use these products for any purposes prohibited by United States law, including, without limitation, the development, design, manufacture, or production of nuclear, missile, or chemical or biological weapons.**

# From purple.ai (free public Wifi)



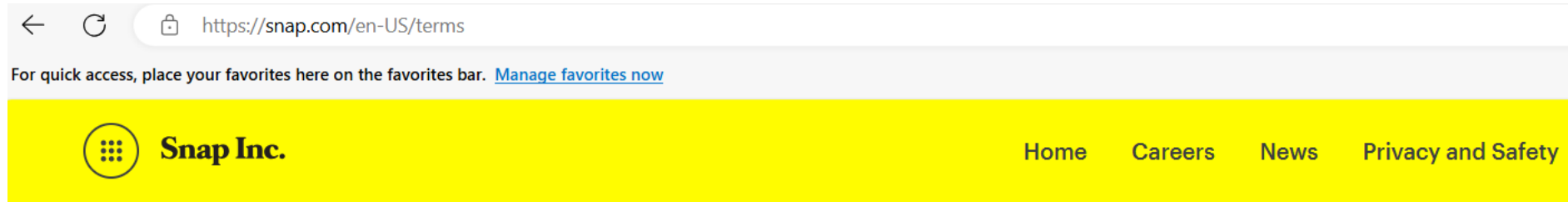
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A “Community Service Clause” was added to our usual terms and stated: The user may be required, at Purple’s discretion, to carry out 1,000 hours of community service. This may include the following:

- Cleansing local parks of animal waste
- Providing hugs to stray cats and dogs
- Manually relieving sewer blockages
- Cleaning portable lavatories at local festivals and events
- Painting snail shells to brighten up their existence
- Scraping chewing gum off the streets

Don’t worry, we aren’t going to round up these individuals and ask them to don their rubber gloves and repay the community debt. The real reason behind our experiment is to highlight the lack of consumer awareness when signing up to use [free guest WiFi](#). All users were given the chance to flag up the questionable clause in return for a prize, but remarkably only one individual, which is 0.000045% of all WiFi users throughout the whole two-weeks, managed to spot it.

# From Snapchat



## 2. Rights You Grant Us

Many of our Services let you create, upload, post, send, receive, and store content. When you do that, you retain whatever ownership rights in that content you had to begin with. But you grant us a license to use that content. How broad that license is depends on which Services you use and the settings you have selected.

For all content you submit to the Services (including Public Content), you grant Snap and our affiliates a worldwide, royalty-free, sublicensable, and transferable license to host, store, cache, use, display, reproduce, modify, adapt, edit, publish, analyze, transmit, and distribute that content. This license is for the purpose of operating, developing, providing, promoting, and improving the Services and researching and developing new ones. This license includes a right for us to make your content available to, and pass these rights along to, service providers with whom we have contractual relationships related to the provision of the Services, solely for the purpose of providing such Services.

# The Biggest Lie?

Source: Obar, J. (2022, June 23). *What is the biggest lie on the internet?* YouTube. <https://www.youtube.com/watch?v=fL5F4gDKBSQ>



# A Closer Look at Terms and Conditions

- What is the app?
- What do you use it for?
- Can you find the name of the company that makes the app? How many taps/clicks did it take?
- Can you find out where the company is located?
- Can you find the terms of service? How many taps/clicks did it take?
- Can you find a privacy policy? How many taps/clicks did it take?
- Read the first 3 paragraphs of the terms of service OR privacy policy and summarize them in your own words
- Can you figure out what information the app will be gathering from you?
- Can you figure out what that information will be used for?
- On a scale of 1-10 with 10 meaning 'very easy', how would you rate how easy the app makes it to understand what you are agreeing to give and who you are agreeing to give it to?

# The Future of College Admissions?

Source: Casale, D., Obar, J., Gelb, D., & de Jesús, D. (2024). *The future of college admissions?* Vimeo. <https://vimeo.com/949657632>





# AI Video Jigsaw

- What is the main idea of the video you watched?
- Was it too long, too short, or just right in length?
- Did anything surprise you?
- Was it effective in communicating the main idea? Why or why not?
  
- **What order would you put them in to tell a story? What would that story be about?**



# The Biggest Liar?

Source: Obar, J. (2022, June 23). *The clickwrap and the biggest lie on the internet*. YouTube.

<https://www.youtube.com/watch?v=gtQ2tNUTF3Q>



# What for? Will it work? What else?

1. Digital providers must ask permission every time they use or sell your information
2. Concerned individuals and groups create short videos and games about how information is used
3. You must tap or click “agree” 10,000 times before you can access the technology or service
4. Digital providers are not allowed to collect user data
5. After clicking “agree”, you must pass a quiz proving you understand what you have agreed to before you can access the technology or service
6. Users must give separate consent for every type of information that can be collected
7. Users must give separate consent for every type of information that can be shared with or sold to another party
8. Students in schools must demonstrate that they understand how their data might be used as part of an education program
9. Users are entitled to a share of the money when their data is sold
10. CANCEL THE WHOLE HECKIN’ INTERNET!



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Privacy Commissioner  
of Canada

Commissariat  
à la protection de  
la vie privée du Canada



**The Law  
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*Advancing access to justice*

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