Security vs. Privacy?
Analysis of Privacy Policies of IT Security Software
ABOUT AV-TEST

The AV-TEST Institute in Magdeburg
ABOUT AV-TEST

- Tests of security products regarding their protection performance
  - Anti-Virus software
  - Soft-/Hardware
  - Cloud Services
- Certification and awarding of outstanding products
PRE-USAGE: DOCUMENTATION

- Find privacy information!
  - Online (19/27)
  - During installation (6/27)

→ discrepancy: 2/27 without information about privacy topics

- And have the necessary skills…!
  - English version used
  - Flesch-Kincaid Reading Ease score
    - Values from 11 to 55 (22 to 11 school years)
    - Average of 38 (14 school years)
PRE-USAGE: INSTALLATION

- Hardware information
  - Device brand and model (11/25)

- Software information
  - Installed software packages (15/25)

- Licensing
  - Product version (13/25)
  - License number (10/25)
  - Product-ID (10/25)
  - Installation path (5/25)
### Personal information
- Name (15/25)
- Email address (17/25)
- Telephone/fax number (12/25)

### Contact data
- Birth date (3/25)
- Gender (2/25)
- Professional status (2/25)
- Race (1/25)
- Sexual orientation (1/25)

### Acquisition data (14/25)

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*本表格同意經基隆就業中心辦理就業服務系統登記，並於徵才活動後提供就業服務。
*敬請詳細填寫以上表格，並確認所提供之資料均屬實。 簽名：

活動日期：__年__月__日
USING: SYSTEM SCANS

- Scanned files
  - File hashes (13/25)
  - Detection name (7/25)
  - Detection path (7/25)
  - Registry information, Certifications (1/25)
  - System libraries, file size (2/25)

- Furthermore…
  - Suspicious executables (15/25)
  - Suspicious documents (1/25)

- Anonymisation (1/25)
USAGE: THREAT MONITORING

- General computer usage (10/25)
  - Memory (6/25) and battery status (3/25)
  - Running processes (8/25)
  - System error logs (4/25)
  - Login name (4/25)

- Identifier
  - Device ID (10/25)
  - MAC Address (5/25)
  - Computer network name (5/25)
  - SIM number (2/25)
**Communication**
- Emails (4/25)
  - Anonymization (1/25)
- Contacts (1/25)
- Social media (5/25)
- Chat accounts and logs (1/25)

**Online activity (14/25)**
- Search queries (5/25)
- Click streams (3/25)

**Furthermore…**
- Pictures and photos (4/25)
- Audio and video recordings (1/25)
- Biometric data (1/25)
 USAGE: ID / THEFT PROTECTION

- Personal identifiers
  - ID card number (1/25)
  - Social security number (1/25)
  - Driving license number (1/25)
  - (Credit card/bank account data)

- Access to
  - Desktop content (1/25)
  - Camera (1/25)
BEYOND DATA COLLECTION…

- **Storage**
  - Retention periods hardly covered

- **Transfer**
  - Encryption (11/25), naming valid technique (7/25)
  - References to Safe Harbor (4/25)

- **Data processing**
  - Data sharing/combination
  - Processing techniques and purposes
  - Anonymization

Image source: http://de.iceage.wikia.com/wiki/Scrat
GENERAL REMARKS

- Differing document quality
  - Completeness, comprehensibility, clarity
  - Validity dates from 2013-2016
  - Language versions do not always match

- Usage of design elements
  - Videos, graphical novels, summaries

- Limitations of this evaluation
  - User perspective
  - Assessment of available information
  - Interpretation of ambiguities
OPEN QUESTIONS

- Examination of software
  - Registration procedure
  - Opt-out mechanisms
  - Add-ons/PUA

- Dialogue with manufacturers
  - Storage modalities, anonymization
  - Data processing, Profiling
  - Data sharing
Thank you for your attention!

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