

PRIVACY POLICIES AT A GLANCE

BEAR analyzed 20 privacy policies across a broad range of companies to identify key facts about how companies present policies and how users interact with them.

AVERAGE WORD LENGTH



Equivalent to



13.5 PAGES

at 250 words/page

READING LEVEL

EQUIVALENT TO

SECOND/THIRD YEAR

UNIVERSITY STUDENT
READING LEVEL

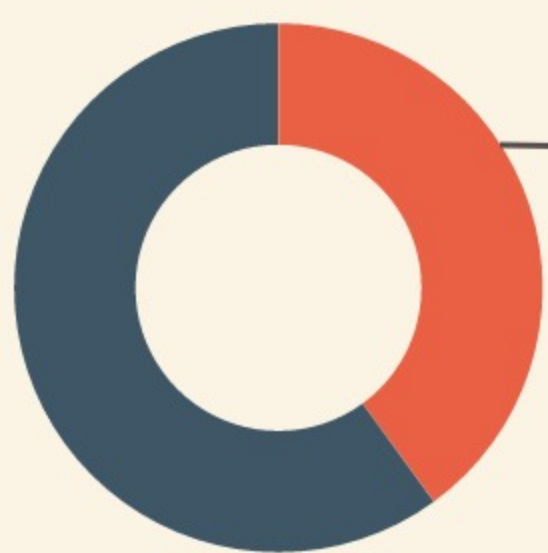
(Average Gunning Fog Index = 14.56)



MOST COMMON WORDS

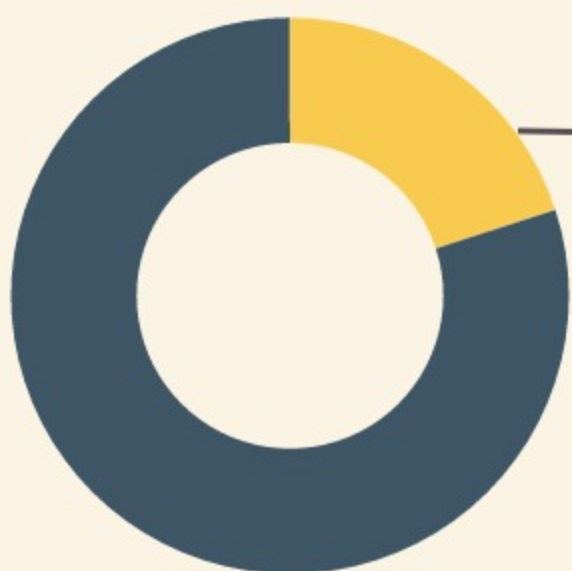
1. INFORMATION
2. SERVICE
3. USE
4. PRIVACY
5. THIRD (PARTY)
6. COOKIES
7. DATA
8. CONTENT
9. PERSONAL

USER FRIENDLINESS



40%

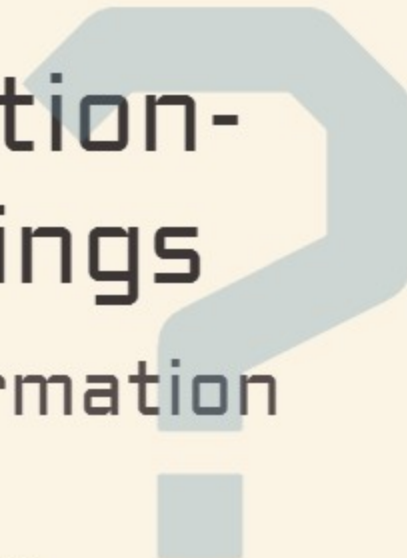
Have a table of contents



20%

Have question-style headings

Q. "What information is collected?"
Q. "How is your information used?"



FRIENDLY VS. LEGALESE?

The tone of privacy policies range from **simple, casual, and friendly** to **dense, hard-to-understand, formal or technical language**.



"Your privacy is important to us. We know that's the kind of thing all notices say, but frankly we mean it."

"XYZ (hereinafter referred to as "XYZ", "we", "us", or "our") operates a platform..."



VISUAL DENSITY

60%



have a full-page width

40%



have a half-page width

15%



smaller font size than rest of website

10%



have images, media, or icons

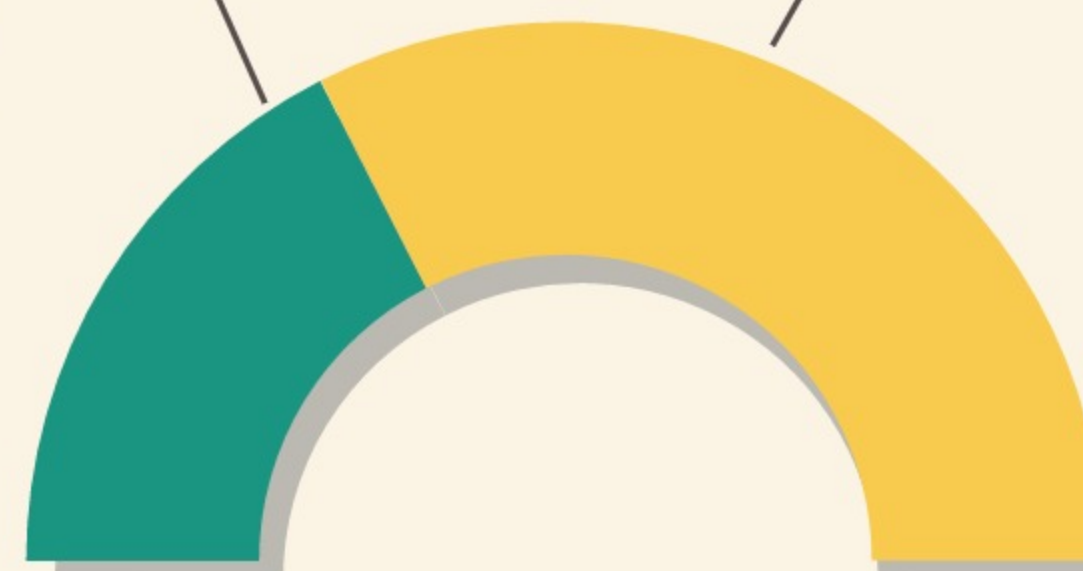
UPDATES TO THE POLICY

35%

do NOT inform the user about the updates; leaving the user to visit the policy to check for any updates

65%

reserve the right to inform the user ONLY WHEN there are "material changes" to the policy (without any accompanying definition of the word "material"!)



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