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ITWP2600

Chapter 7 Exercise #12

Prompt:

Use your favorite Web search engine to obtain a list of Web pages that include the words “privacy statement.” Visit the Web pages on the search results list until you find a page that includes the text of a privacy statement. Print the page and turn it in with a report of about 200 words in which you answer the following questions:

- a. Does the site follow an opt-in or opt-out policy (or is the policy not stated clearly in the privacy statement)?
- b. Does the privacy statement include a specific provision or provisions regarding the collection of information from children?
- c. Does the privacy statement describe what happens to the collected personal information if the company goes out of business or is sold to another company? (List these provisions, if any.)

Close your report with one paragraph in which you evaluate the overall clarity of the privacy statement.

Answer:

Privacy Statement Review: General Motors (GM)

I examined the privacy statement on the General Motors (GM) website, located at the URL listed below. The privacy statement outlines how GM collects, uses, and shares customer data across its platforms and services.

- a. GM follows an opt-out policy. While it may share user information with third parties for marketing purposes, users are provided with the option to opt out of this sharing. This means the company will include users in data sharing by default unless users take action to stop it.
- b. The statement includes a specific provision stating that GM does not knowingly collect personal information from children under 13 without verifiable parental consent, in compliance with the Children’s Online Privacy Protection Act (COPPA).
- c. The statement mentions that in the event GM is sold, merged, or transferred, personal data may be one of the transferred assets. The company commits to notifying users through a prominent website notice if such a transfer impacts personal information.

GM’s privacy statement is well-organized and informative. While it is somewhat lengthy, it uses clear headings and plain language, making it relatively easy for users to understand their rights and data usage policies.

Sources:

General Motors Privacy Statement

<https://www.gm.com/privacy-statement>