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Module 7 - Chapter 7 Exercise

Question 12

The website I used for this exercise is the official Microsoft webpage. They have an entire section on their site dedicated to their privacy statement and how they might use customer's data. Microsoft does have an opt-in/out policy on their privacy statement. They explain how some features might require the use of personal data, and should the customer say no, they will not have access to those features. There is also an option to opt-out of Microsoft using your data for personalized ads by clicking a link on the privacy statement page. This takes you to their opt-out page and you can click "on" or "off" depending on individual preferences. Microsoft does include specific guidelines for data collection of children. Anyone under the age of 13 or whatever is specified by law in their area will need consent from a parent or guardian to access certain products. Otherwise, the products will be blocked from them until parental consent is obtained. There is also family settings to prevent them from accessing things they are not meant to access. Nothing is mentioned about personal information being transferred or affected in any way if the company were to be sold or go out of business. The Microsoft privacy statement is a very clear statement of what the company does with personalized data. Everything is listed on the page as well as links to different sub-pages with more information on that specific topic. Overall, the statement is clear and easy to understand.

Source: <https://www.microsoft.com/en-us/privacy/privacystatement#mainhowweusepersonaldatamodule>