

Mine Yourself!

A Role-playing Privacy Tutorial in Virtual Reality Environment

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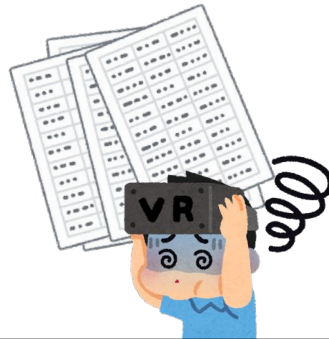
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Privacy Policy (PP)

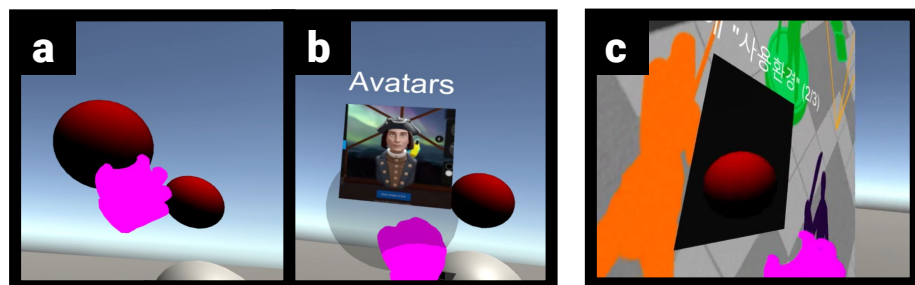
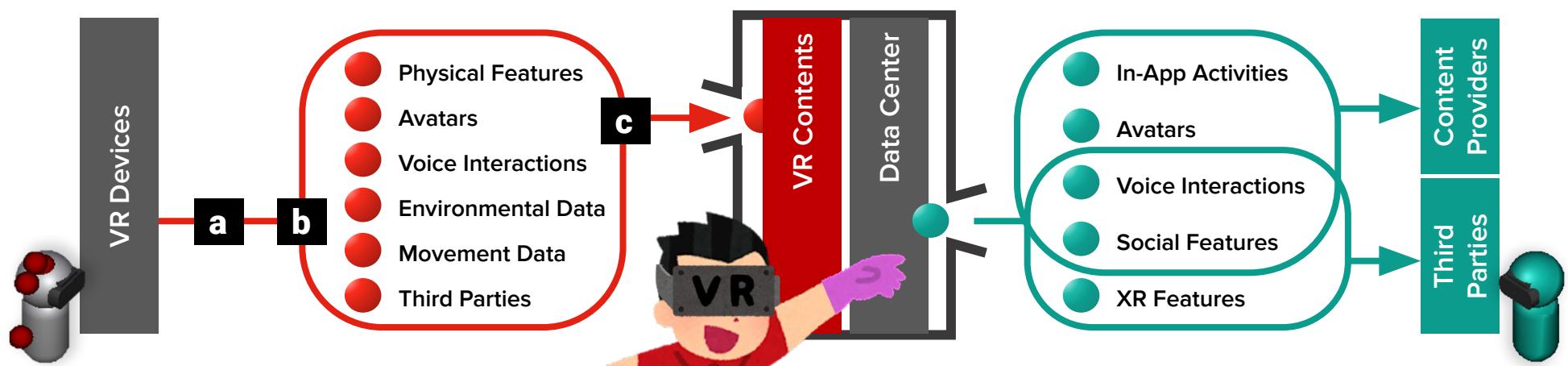
Privacy Policy (PP) can exacerbate privacy problems in VR than PC due to its poor UX and the immersive nature of VR.



We propose a **role-playing mechanism** to provide an immersive experience of interacting with PP's key entities.

Privacy Tutorial (PT)

Users serve as data channels between VR devices, VR contents, and third parties.



Users are asked to **interact with** PP's key entities.

- a** catch balls with VR data inside.
- b** check the data by name & example image.
- c** throw those to designated destinations.

Formative Study

Interviews revealed that VR users need ...

- ✓ **higher awareness** of data collection & utilization in VR
- ✓ **stronger motivation** to actively control privacy risks
- ✓ **more engaging way** to learn privacy policy

User Study

Compared to reading a privacy policy ...

significantly higher **satisfaction** (p=0.007)
marginally higher **usability** (p=0.11)
marginally lower **mental burden** (p=0.12)

