

Case Study: Data Transparency

Jade Haldane

Overview

Privacy policies are almost always written to be confusing and difficult to understand and as a designer I don't feel that is appropriate. I want to learn how I could prevent this issue in my own work. My goal was this study was to give the user more understanding of what the notion privacy policy is asking them to agree to. The privacy policy is intentional written to be misleading by obscuring the information deep inside a mind numbing barely formatted series of paragraphs. Personally I have never fully read through a policy that looks like this so therefore I attempted to transform the privacy policy into something I would actually read.

Research: AI Summaries

Figma AI Summary

🔑 What Figma collects

1. Info you give them
 - Name, email, profile photo, (optional) phone number
 - Messages and support requests
 - Designs and files you create (this can include personal data)
 - Job applications or event/survey info
 2. Payment info
 - Handled by third parties (like app stores or Stripe)
 - Figma only keeps limited details (e.g., last 4 digits, payment status)
 3. Automatically collected
 - IP address, device info, browser, usage activity
 - Cookies and tracking tools
 - How you interact with files and other users
 4. From others
 - Your organization (if using work/school account)
 - Third-party logins or integrations
- ### ⚙️ How Figma uses your data
- To run and maintain the service
 - To communicate with you (support, updates, marketing)
 - To process payments
 - To improve the product (including AI features)
 - To analyze usage and fix issues
 - To recommend features or content
 - For legal, security, and fraud prevention

👉 Important:
Figma may use your content to improve AI only if a setting (“Content Training”) is turned on, and they say they try to anonymize it.

- 💛 When your data is shared
- With other users you collaborate with (names, comments, activity)
 - With your organization/admin (especially on work/school accounts)
 - With service providers (hosting, analytics, support tools)
 - With advertising partners (for targeted ads)
 - With the public if you publish files or use Figma Community

- 🌐 Data location
- Data is mainly stored and processed in the United States
 - May also be processed in other countries

- 🔐 Your choices
- You can:
- Unsubscribe from marketing emails
 - Control cookies and targeted ads
 - Manage AI training settings
 - Turn off notifications

- 🛡️ Your rights
- Depending on where you live, you can:
- Access your data
 - Correct it
 - Delete it (may require deleting your account)
 - Restrict or object to processing
 - Opt out of marketing or data sharing
- 🕒 Data retention
- Kept as long as needed for the service, legal reasons, and business purposes
 - Deleted or anonymized when no longer needed

- 🔒 Security
- Figma uses security measures, but nothing is 100% secure
- ⚠️ Important things to know
- Collaboration = visibility: teammates can see your name, activity, and content
 - Public files are truly public (search engines can index them)
 - Organizations may control your account/data
 - Ads tracking may occur via cookies

- 👶 Children
- Not meant for under 13 (or under 16 in some regions)
 - Special rules apply for school/education accounts

- 🔄 Changes
- Policy may change; continued use = acceptance

- 📧 Contact
- Email: support@figma.com

🧠 Bottom line

Figma collects account info, usage data, and the content you create to run and improve its design platform. Your data is often shared with collaborators and organizations you belong to, and may be used for analytics and (optionally) AI training. Anything you make public can be seen by anyone.

For my first bit of research I wanted to compare my two initial ideas being Figma and Notion. I use both of these for school regularly and I certainly did not read the privacy policy for either of them. The privacy policy is absolutely huge for both and so I had ChatGPT summarize and compare the two as a first step.

Notion AI Summary

🔑 What Notion collects

1. Info you give them
 - Name, email, password, profile photo
 - Messages you send (support, emails, etc.)
 - Payment details (handled by third parties, not stored directly by Notion)
 - Anything you post in workspaces, forms, surveys, or public features
2. Info collected automatically
 - Device + usage data (IP address, browser, pages visited, time spent)
 - Cookies and tracking tech
 - General location (based on IP)
3. Info from other sources
 - Third-party apps (like Google, social logins)
 - Your organization (if using a work email)
 - Integrations (calendar, email, contacts, conferencing tools)

- ⚙️ How Notion uses your data
- To run and improve the service
 - To communicate with you (support, updates, marketing)
 - To process payments
 - To personalize features and content
 - For security, fraud prevention, and legal compliance
 - To enable collaboration (sharing info within workspaces)

- 💛 When your data is shared
- With service providers (hosting, payments, analytics)
 - With your team/org if you use a work account
 - With other users in shared workspaces
 - With advertising partners (to promote Notion, not others' products)
 - If required by law or during business changes (e.g., acquisition)

- 🌐 Data location
- Your data may be stored and processed globally (e.g., U.S. or other countries)

- 🔐 Your choices
- You can:
- Unsubscribe from marketing emails
 - Control cookies and tracking
 - Turn off notifications or location sharing
 - Opt out of targeted advertising (via settings/tools)
- 🛡️ Your rights (depending on where you live)

- You may be able to:
- Access your data
 - Correct it
 - Delete it
 - Restrict or object to how it's used
- 🕒 Data retention
- Kept as long as needed for service, legal, and business purposes

- 🔒 Security
- Notion uses safeguards, but no system is 100% secure

- ⚠️ Important things to know
- Content in public areas can be seen by others
 - Your workspace data may be visible to teammates or your organization
 - Third-party integrations have their own privacy policies

- 👶 Children
- Not intended for children; data is deleted if collected improperly

- 🔄 Changes
- Policy may change; continued use = acceptance of updates

- 📧 Contact
- Email: team@makenotion.com

🧠 Bottom line

Notion collects account, usage, and integration data to run and improve its service. It shares data mainly with service providers, your collaborators, and (in some cases) advertising partners. You have some control over your data, but anything you share in workspaces—especially public ones—may be visible to others.

Research: AI Comparison

Notion

- If using a work email:
 - Organization may access:
 - Your profile
 - Workspace metadata
 - Potentially workspace content
 - You must switch emails to avoid this
- 👉 Risk level: HIGH

Figma

- Organizations/admins can:
 - Access account info
 - See activity and interactions
 - Enforce account linkage (domain capture)
- 👉 Risk level: HIGH

✅ Verdict:

- Both give strong control to employers/schools
- Notion explicitly mentions content access more clearly

🌐 5. Data Transfers & Storage

Both:

- Store/process data in the United States and globally
- May be subject to government/legal access requests

👉 Risk level: MEDIUM

- Standard for SaaS, but relevant for sensitive data

🔒 6. Security Guarantees

Both:

- State:
 - They use safeguards
 - No system is 100% secure

👉 Risk level: STANDARD

- No meaningful difference

I think ultimately based on this overview comparison and the length of the full unsummarized policy I will be going forward with Notion for this study. Notion seems to have more to work with in terms of changes to be made, which is perfect.

🧠 Bottom-Line Assessment (Fully Factual)

- Both tools carry HIGH privacy risk for sensitive data because:
 - Your content is stored and shared by design
 - Collaboration exposes identity and activity
- Figma is slightly safer overall, because:
 - Clearer controls over AI training
 - More explicit disclosures about how data is used
 - Slightly narrower tracking language
- Notion has higher uncertainty risk, due to:
 - Less clarity around AI/data reuse
 - Broader tracking (including cross-device)
 - Explicit possibility of workspace content access by organizations

Research: Current User Flow (2 / 2)

Should you choose to use the Google Contacts feature within our Services, we will have the ability to view your contacts via the Google People API. The sole use of this data is to populate the auto-completion of your contacts when sending invitation emails. Notion will not use this data for any other purpose.

Notion Calendar requires you to authorize access to your calendar and events data held in your third party calendar service. Such third party calendar service is a Non-Notion Service as that term is defined in the Agreement. Should you choose to authorize an integration with your calendar provider, we will store your userID for that calendar provider and the authorization token to connect to the calendar provider's API to give you the ability to use Notion Calendar to store, view and edit data from your calendar, and autocomplete contacts when you create events.

You may also choose to integrate Notion Calendar with your third party conferencing provider. Such conferencing provider is a Non-Notion Service as that term is defined in the Agreement. Should you choose to authorize an integration with your conference provider, you will have the ability to add conferencing meetings to your calendar events, and to view and store any information associated with conferencing meeting invitations in Notion Calendar.

Gmail API, Directory API, Workspace API, and Calendar API user data: To provide the Notion Mail Services to you: (a) we receive and send your email message content through the Gmail API; (b) we receive and process your contact and reply suggestions through the Directory API; (c) we receive your workspace member contact data through the Workspace API; and (d) receive your event response data (e.g. yes, no, maybe) through the Calendar API. All of this data from Google is processed to provide the requested Notion Mail functionality to you. Notion only processes Workspace API user data to provide the Notion Mail Services. We do not process Workspace API user data to develop, improve, or train generalized AI and/or ML models. Notion Mail's use of the Google APIs will adhere to the Google API Services User Data Policy, including the Limited Use requirements.

2. How we use your information

We use your information for a variety of business purposes, including to:

Provide the Services or Requested Information, such as:

- Fulfilling our contract with you;
- Identifying and communicating with you, including providing newsletters and marketing materials;
- Managing your information;
- Processing your payments (which are processed and stored by our third-party payment processors on our behalf) and otherwise servicing your purchase orders;
- Responding to questions, comments, and other requests;
- Providing access to certain areas, functionalities, and features of our Services; and
- Answering requests for customer or technical support.

Serve Administrative and Communication Purposes, such as:

- Pursuing legitimate interests, such as research and development (including marketing research), network and information security, and fraud prevention;
- Sending communications about new product features, promotions, Notion's strategic partners, and other news about Notion;
- Measuring interest and engagement in our Services, including analyzing your usage of the Services;
- Developing new products and services and improving the Services;
- Ensuring internal quality control and safety;
- Authenticating and verifying individual identities;
- Carrying out audits;
- Communicating with you about your account, activities on our Services and Privacy Policy changes;
- Preventing and prosecuting potentially prohibited or illegal activities;
- Enforcing our agreements; and
- Complying with our legal obligations.

Facilitating Collaboration in a Workspace: If you join a Workspace owned by another user or organization, or collaborate with other users on Notion, Notion may share basic information about you, such as your name, email address, profile picture, Workspace name and Workspace ID with the other users or organizations.

Managing Workspaces for Organizations: If you register a Notion account or associate a Notion account with an email address provisioned by your organization, Notion may share information about you and any Workspaces owned or managed by you with your organization. Such information could include your name, email address, and profile picture, as well as the Workspace name, Workspace ID, membership size, creation date of your Workspace, email address, and content within your Workspace with your organization. If you registered to use Notion's Services with such an email address, but you do not use the Services in connection with your organization and you do not wish for this information to be shared with your organization, you may transfer your account to a different email address. For information on how to change the email address associated with your Notion account please follow the instructions here: <https://www.notion.so/help/account-settings>. If you would like additional assistance, please contact team@makenotion.com.

Marketing of Products and Services: In accordance with applicable legal requirements, we may use your information to tailor and provide you with content and advertisements. If you have any questions about our marketing practices or if you would like to opt out of the use of your information for marketing purposes, you may contact us as set forth below.

Consent: We may use personal information for other purposes that are clearly disclosed to you at the time you provide personal information or with your consent.

De-identified and Aggregated Information Use: We may use de-identified and/or aggregated information that can no longer be reasonably linked to you or your device from the information we collect. De-identified and/or aggregated information is not subject to this Privacy Policy, and we may use and disclose such information in a number of ways, including research, internal analysis, analytics, and any other legally permissible purposes.

Process Information on Behalf of Our Customers: Our customers may choose to use our Services to process certain data of their own, which may contain information from or about you. Such personal information that is processed by us on behalf of our customers, and our privacy practices will be governed by the contracts that we have in place with our customers, not this Privacy Policy.

If you have any questions or concerns about how such information is handled or would like to exercise your rights, you should contact the person or entity (i.e., the data controller) who has contracted with us to use the Service to process this information. Our customers control the information in these cases and determine the security settings within the account, its access controls and credentials. We will, however, provide assistance to our customers to address any concerns you may have, in accordance with the terms of our contract with them.

Subprocessors: For more information regarding our Subprocessors, please see our Subprocessor Page.

How We Use Automatic Collection Technologies: Our uses of Technologies fall into the following general categories:

- Operationally Necessary;
- Performance Related;
- Functionality Related; and
- Marketing Related.

For more information, please see our Cookie Notice.

Cross-Device Tracking: Your browsing activity may be tracked across different websites and different devices or apps. For example, we may attempt to match your browsing activity on your mobile device with your browsing activity on your laptop. To do this our technology partners may share data, such as your browsing patterns, geo-location and device identifiers, and will match the information of the browser and devices that appear to be used by the same person.

3. Disclosing your information

We may disclose your information to the following categories of third parties:

Service Providers: We may disclose information we collect about you to our third-party service providers. The categories of service providers to whom we entrust your information include service providers for: (i) the provision of the Services; (ii) the provision of information, products, and other services you have requested, including Non-Notion Services as that term is defined in the Agreement; (iii) marketing and advertising; (iv) payment and transaction processing; (v) customer service activities; (vi) the provision of IT and related services; and (vii) fraud prevention and user authentication.

Business Partners: At your request, we may provide information to business partners to provide you with a product or service of interest to you. We may also provide information to business partners with whom we jointly offer products or services.

Affiliates: We may disclose information to our affiliated entities, who are under common ownership and/or control with us.

Advertising Partners: We do not disclose or use your information to advertise any third party's products or services via the Services. However, as explained in detail in the "Information Collected Automatically" section above, we may disclose your information to third-party advertising partners to market our own Services and grow our Services' user base, such as to provide targeted marketing about our own Services via third-party services. I Please see the "Your Choices" and "Your Rights" sections below for more information and to opt out.

We may disclose your information to other third parties, including other users, in the following circumstances:

Workspaces Accessible by Other Users: When you submit information in a workspace that can be accessed by others, such information may be displayed to other users in the same or connected workspaces. For example, your information may be included in your notes or reminders in a workspace which can be viewed by other users collaborating with you in that workspace. Further, your email address or photo may be displayed with your workspace profile to other users collaborating with you in that workspace.

Organizational Workspaces: We allow organizations to access the profile information of users within their workspace, including to allow such organization to validate that such user is actually authorized by such organization to use the Services.

Share Content with Friends or Colleagues: Our Services may allow you to provide information about your friends, and may allow you to forward or share certain content with a friend or colleague, such as an invitation email. You agree to only provide information about a friend or colleague with their consent. Your name and photo are displayed to users who invite you to a workspace using your email address.

Disclosures to Protect Us or Others: We may access, preserve, and disclose any information we store in association with you to external parties if we, in good faith, believe doing so is required or appropriate to: (i) comply with law enforcement or national security requests and legal process, such as a court order or subpoena; (ii) protect your, our, or others' rights, property, or safety; (iii) enforce our policies or contracts; (iv) collect amounts owed to us; or (v) assist with an investigation and prosecution of suspected or actual illegal activity.

Disclosure in the Event of Merger, Sale, or Other Asset Transfer: If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of some or all assets, or transfer of service to another provider, then your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract.

4. International Data Transfers

All information processed by us may be transferred, processed, and stored anywhere in the world, including but not limited to, the United States or other countries, which may have data protection laws that are different from the laws where you live. When we engage in such transfers, we endeavor to safeguard your information consistent with the requirements of applicable laws.

5. Your Choices

General: You may have the right to object to or opt out of certain uses of your information. Where you have consented to the processing of your information for a specific purpose, you may withdraw that consent at any time by contacting us as described below. Even if you opt out, we may still collect and use your information for other purposes that were not based on your consent.

Email Communications: If you receive an email from us and do not want to receive future emails from us, you can use the unsubscribe link found at the bottom of the email to opt out of receiving future emails. Note that you will continue to receive transaction-related emails regarding products or services you have requested. We may also send you certain non-promotional communications regarding us and our Services, and you will not be able to opt out of those communications (e.g., communications regarding the Services or updates to this Privacy Policy).

Mobile Devices: We may send you push notifications through our Apps. You may at any time opt out from receiving these types of communications by changing the settings on your mobile device. With your consent, we may also collect precise location information if you use our Apps. You may opt out of this collection by changing the settings on your mobile device.

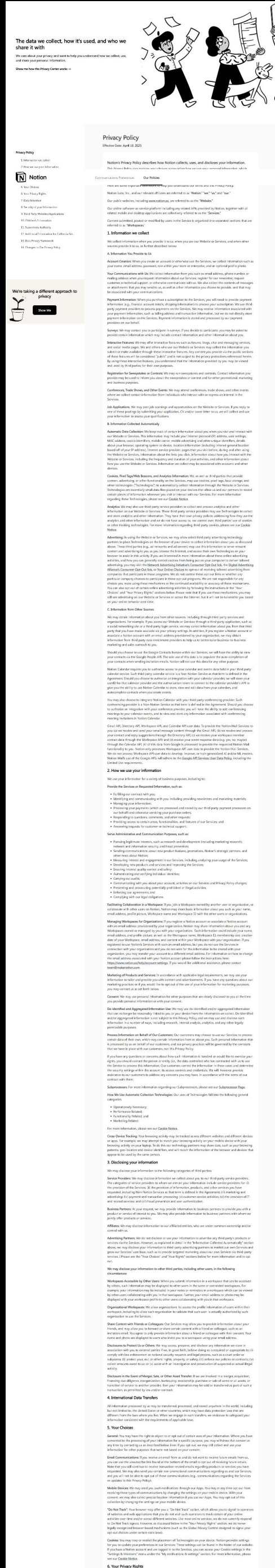
"Do Not Track": Your browser may offer you a "Do Not Track" option, which allows you to signal to operators of websites and web applications that you do not wish such operators to track certain of your online activities over time and/or across different websites. Like most online services, we do not currently respond to Do Not Track signals. However, as discussed below in the "Your Privacy Rights" section, we do honor legally-recognized browser-based mechanisms (such as the Global Privacy Control designed to signal your opt out choices under certain state laws).

Cookies: You may stop or restrict the placement of Technologies on your device. Notion provides settings for you to update your preferences in our Services. These settings can be found in the footer of our website. If you have a Notion account and are logged in to the Services, you can access your Cookie settings in the "Settings & Members" menu under the "My notifications & settings" section. For more information, please see our Cookie Notice.

6. Your Privacy Rights

Research: Current User Flow Analysis

The current Notion privacy policy is quite awful in terms of readability, looking at every previous screen I had that showed all the screens look the same except for the top one, which makes it extremely easy to get lost in the text and not finish reading. This was intentional, and this policy is also way too lengthy as shown to the side here, that's too much to read.



Research: User Base

Currently Notion is a notetaking and planning app used both professionally and personally. It does have some competitors but it leads in the planning space as the preferred and “best” option.

- primarily 17 to 35
- 4 million active monthly users
- over 100 million users globally
- US makes up 22% of users, Canada is 5.7%

“Notion aims to transform into an “everything AI app,” as highlighted in a recent Forbes article. This ambitious plan includes integrating advanced AI capabilities to enhance user experience, automate tasks, and provide intelligent recommendations, setting Notion apart in the crowded productivity app market”

This is my area of biggest concern, as this is a vague statement that it not extremely expanded upon by the privacy policy, this is very important because “And while 26% of adults ages 65 and older say they read privacy policies all the way through, that share falls to 15% among those ages 18 to 29.” (PewResearch). This means it will affect my younger users to more of a degree than it would older users.

Visual Research

This privacy policy was one that showed up when I searched “very transparent privacy policy”. While I can understand how this is more transparent than some alternatives it still remains very clunky and intimidating to look at, and I don’t find the flow of my eyes is lead in a manner that is conducive to understand the material very well.

I feel that perhaps the privacy policy I create must include a way to look at less text at a time that is not scrolling as I found scrolling through this policy to still be overwhelming.

Privacy Policy

Type of website: Ecommerce

Effective date: day of ,

(the "Site") is owned and operated by . is the data controller and can be contacted at:

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect;

2. Use of collected data;

3. Who has access to the data collected;

4. The rights of Site users; and

5. The Site's cookie policy.

This Privacy Policy applies in addition to the terms and conditions of our Site.

GDPR

For users in the European Union, we adhere to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, known as the General Data Protection Regulation (the "GDPR"). For users in the United Kingdom, we adhere to the GDPR as

Consent

By using our Site users agree that they consent to:

1. The conditions set out in this Privacy Policy.

Legal Basis for Processing

We collect and process personal data about users in the EU only when we have a legal basis for doing so under Article 6 of the GDPR.

We rely on the following legal bases to collect and process the personal data of users in the EU:

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

Data Collected Automatically

When you visit and use our Site, we may automatically collect and store information.

Data Collected in a Non-Automatic Way

We may also collect data when you perform certain functions on our Site.

This data may be collected using the following methods:

1.

How We Use Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically is used for the following purposes:

Source: LawDepot

Visual Research

This privacy policy was also one that showed up when I searched “very transparent privacy policy”. I do like the use of bullet points, colour, and underlining to stress key points but I feel there are further ways to improve this. I find both the white and the black text a bit hard to read on this specific colour of blue and I also find that the darker streaks through it are distracting.

I feel that I can include this information into my own privacy policy by including colours but keeping in mind eye catching contrasts are important.

The [PBS Kids](#) Privacy Policy informs users what information it collects from them. It describes the information it collects as well as a short but further detailed section after each type of information that provides more information:

What information do we collect?

- Contact information. We ask parents to provide their email address so they may access certain services, login to OTT devices, see what their child has played and watched on certain Services and/or receive tips about PBS KIDS content.
- User name and password for account creation. Neither you nor your child is required to create an account in order to use the Services. However, you may want to do so in order to save your or a child's progress, settings, or content created while using the Services. If you do create an account, we may collect your user name and password.

Please note that if you or your child chooses to create an account, you or your child will create a custom username. Usernames are moderated with the aim of preventing you or your child from using any personal information to create an account. Additionally, passwords are encrypted.
- Rough geolocation information. We collect your zip code and other rough information about your location when using the Services, solely to display information for your local PBS station and provide you with localized content.
- Search queries. Our Services may include search fields that allow you to search (only within the Services) for content or answers to questions. We collect information about what items and topics you query, and any additional search terms.
- Your content. We collect comments and other information that children post through interactive online features. However, all such information is either canned or moderated to avoid collecting personal information and to help maintain a safe environment for users. Some of our Services allow children to use their device's camera to take photos. In most instances, these photos are only able to be stored locally on the device. We do not collect them. In the event that we do allow children to upload photos, such photos are moderated.

Source: Privacy Policies

Visual Research

This privacy policy looks more aligned with something that I'd want to make and has more of the visual appeal I'm thinking of. I like how the page makes great use of negative space and icons in order to facilitate fantastic eye direction.

I feel that this kind of page would really suit the current way that Notion presents itself as a clean slate and well organized environment. Their current privacy policy is not presented as cleanly as the rest of the site.

Privacy Policy of www.iubenda.com

This Website collects some Personal Data from its Users.

Personal Data processed for the following purposes and using the following services:



Access to third-party accounts

Facebook account access

Permissions: device information; Email; Tracker



Advertising

Impact

Personal Data: Tracker; Usage Data

Landbot



Analytics

Google Ads conversion tracking and Meta ads conversion tracking (Meta pixel)

Personal Data: Tracker; Usage Data

Heap Analytics and Matomo

Personal Data: Trackers; Usage Data

LinkedIn conversion tracking (LinkedIn Insight Tag)

Personal Data: device information; Tracker; Usage Data



Collection of privacy-related preferences

iubenda Consent Database

Personal Data: Data communicated while using the service; Trackers

iubenda Privacy Controls and Cookie Solution

Personal Data: Trackers



Commercial affiliation

ReferralCandy

Personal Data: email address; first name; last name; Tracker; Usage Data



Connecting Data

Integromat

Personal Data: Data communicated while using the service

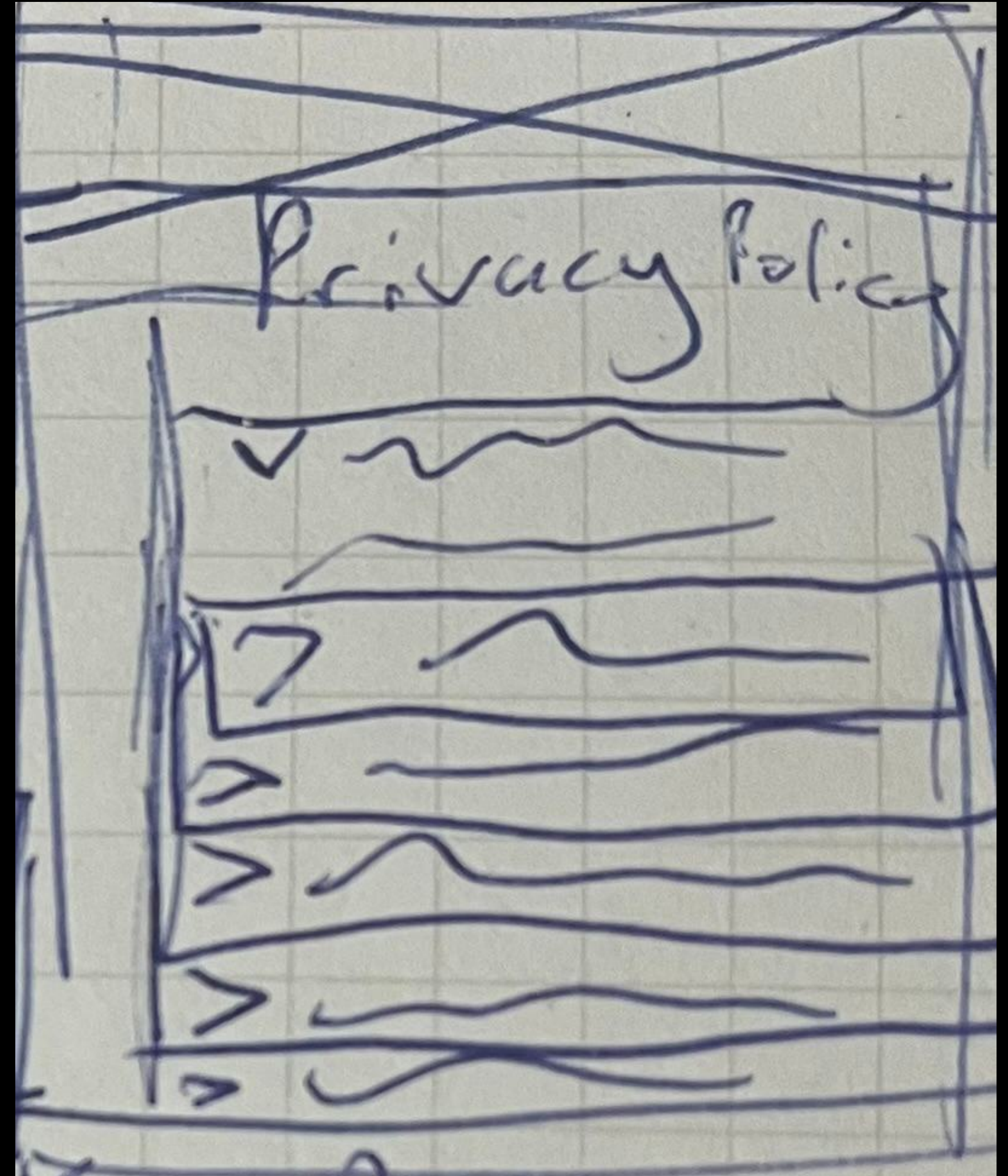
Solution Idea 1

My first idea was to use icons in order to break up key segments into small easily readable chunks with the opportunity to make them bigger or some kind of learn more button.



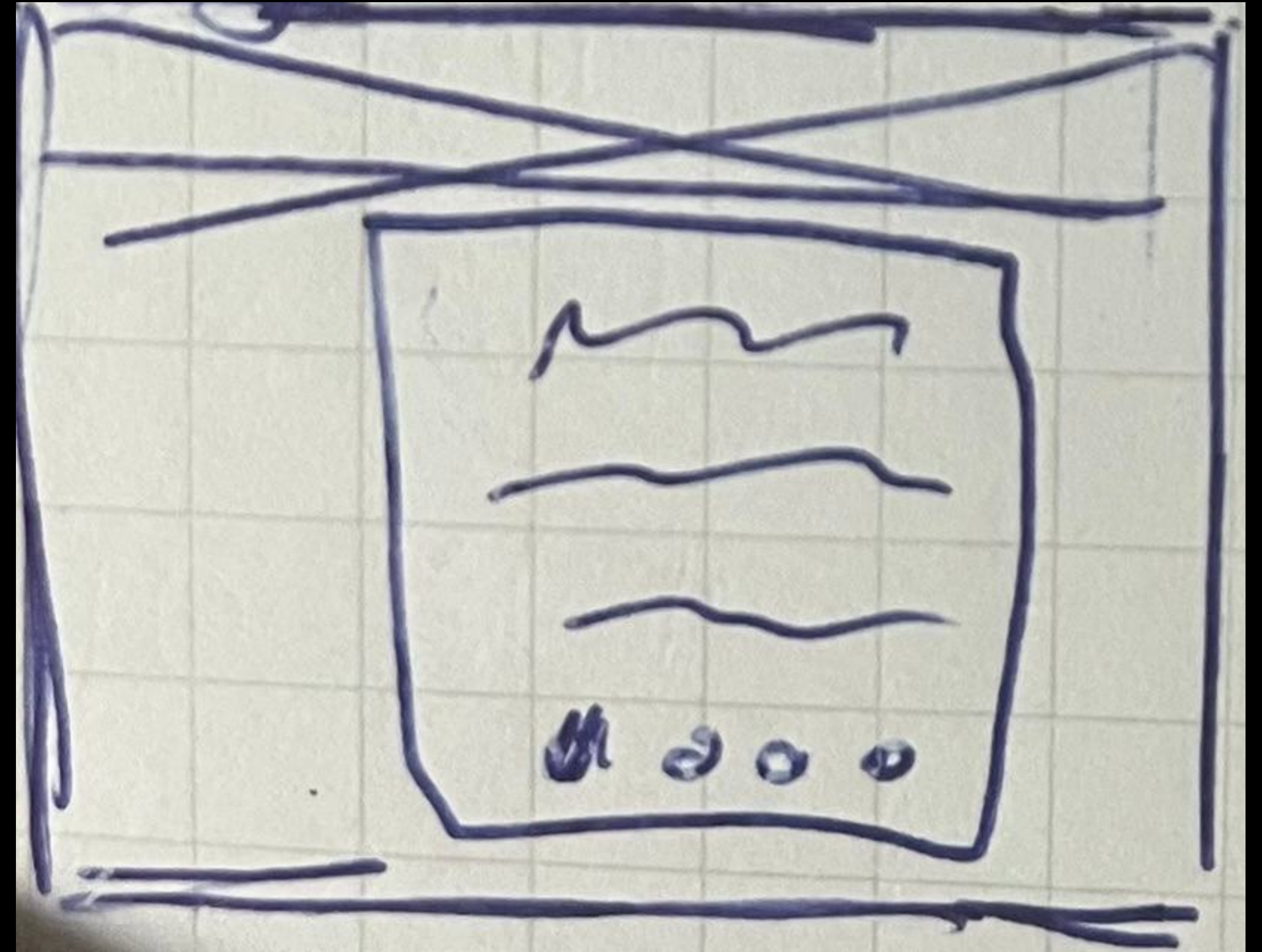
Solution Idea 2

My second idea was to break up my information by adding dropdown menus to each subheading of the policy. I feel like this one might be a good solution or it'll still feel overwhelming. Either way it's something to test.



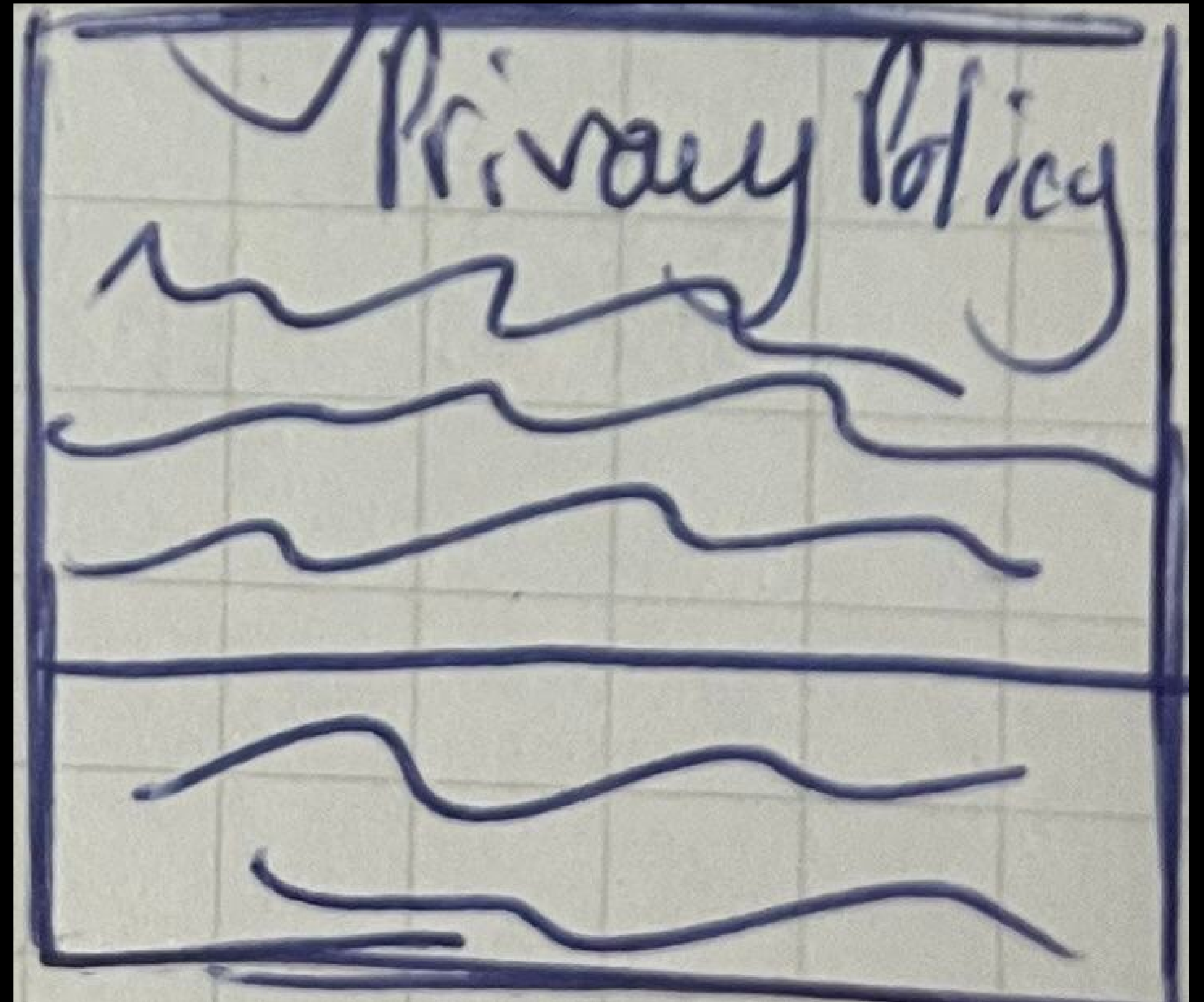
Solution Idea 3

My third idea was to have a carousel where you swipe through all the information separated out into their own little pages. I feel like this one would be good at reducing how much text the user is looking at at any given time.

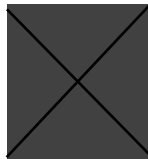


Solution Idea 4

My fourth idea was to reformat all the text into better paragraphs that the user will have an easier time going through. I am not sure I am capable of accomplishing that, it sounds very advanced in order to make things just look decent.

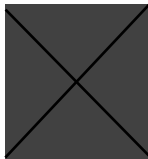


Lorem Ipsum



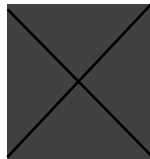
Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



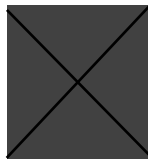
Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



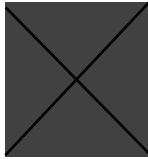
Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



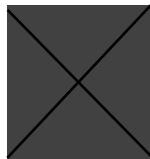
Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



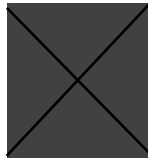
Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



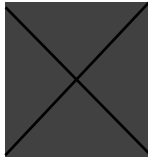
Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



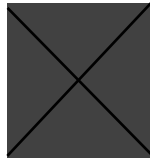
Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



Lorem Ipsum

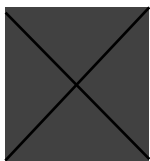
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris



Lorem Ipsum

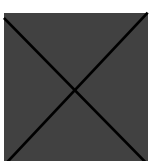
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris

Privacy Policy



What Notion collects

- Info you provide: name, email, password, profile, messages, survey responses, job applications
- Payment info: handled by third-party processors (Notion doesn't store it directly)
- Usage data (automatic): IP address, device info, browsing activity, location (approximate), cookies
- From other sources: integrations (Google, calendar, email), third-party services, or your organization



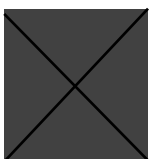
How Notion uses your data

- To run and improve the service (accounts, payments, support)
- To communicate (updates, marketing, newsletters)
- For analytics, security, fraud prevention, and development
- To enable collaboration (sharing info within workspaces or organizations)
- To personalize ads and content (mainly for Notion's own services)



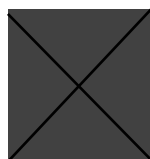
When data is shared

- With service providers (hosting, payments, support, analytics)
- With your team or organization if you use a work/workspace account
- With advertising partners (for Notion's marketing)
- For legal reasons (e.g., law enforcement, compliance)
- During business changes (merger, acquisition, etc.)



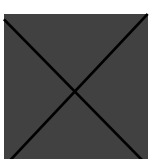
Data Location

- Your data may be stored and processed globally (e.g., U.S.), with safeguards applied.



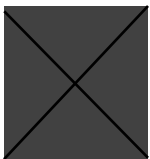
Your Choices

- Opt out of marketing emails and targeted ads
- Manage cookies and tracking
- Control notifications and location access on devices



Your Rights

- Depending on where you live, you may:
 - Access, correct, or delete your data
 - Restrict or object to processing
 - Request data transfer
 - Opt out of "sale"/sharing for advertising



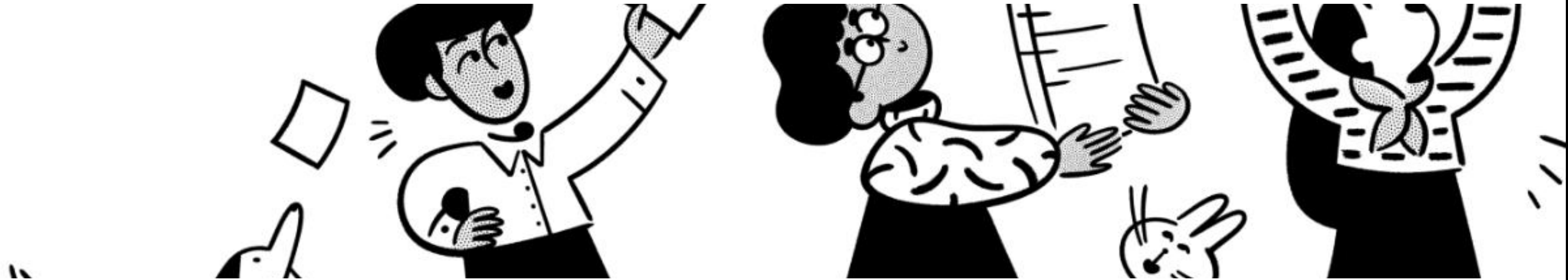
Data Retention and Security

- Data is kept as long as needed for service, legal, and business purposes
- Notion uses security measures, but no system is 100% secure

[Learn More](#) about Privacy

Wireframe Development

I made some minor adjustments to my design from my mid fidelity, overall I really like this for the circumstances I created it in.



Privacy Policy



What Notion Collects

- Info you provide: name, email, password, profile, messages, survey responses, job applications
- Payment info: handled by third-party processors (Notion doesn't store it directly)
- Usage data (automatic): IP address, device info, browsing activity, location (approximate), cookies
- From other sources: integrations (Google, calendar, email), third-party services, or your organization



How Notion uses your Data

- To run and improve the service (accounts, payments, support)
- To communicate (updates, marketing, newsletters)
- For analytics, security, fraud prevention, and development
- To enable collaboration (sharing info within workspaces or organizations)
- To personalize ads and content (mainly for Notion's own services)



When Data is Shared

- With service providers (hosting, payments, support, analytics)
- With your team or organization if you use a work/workspace account
- With advertising partners (for Notion's marketing)
- For legal reasons (e.g., law enforcement, compliance)
- During business changes (merger, acquisition, etc.)



Data Location

- Your data may be stored and processed globally (e.g., U.S.), with safeguards applied.



Your Choices

- Opt out of marketing emails and targeted ads
- Manage cookies and tracking
- Control notifications and location access on devices



Your Rights

- Depending on where you live, you may:
- Access, correct, or delete your data
- Restrict or object to processing
- Request data transfer
- Opt out of "sale"/sharing for advertising



Data Retention and Security

- Data is kept as long as needed for service, legal, and business purposes
- Notion uses security measures, but no system is 100% secure

Reflection

I feel that my version of the privacy policy allows the user to make a much more informed choice of if they genuinely want to agree to this policy or not. Learning to better summarize information when focused on the user is a valuable skill for me to consider as I find it is often a bit of a challenge to avoid over explaining. Privacy policies can be extremely overwhelming and I feel it is an obligation when designing something like that to consider the needs of the user.

Sources Cited

Auxier, Brooke, et al. "Americans' Attitudes and Experiences with Privacy Policies and Laws." Pew Research Center: Internet, Science & Tech, Pew Research Center: Internet, Science & Tech, 15 Nov. 2019, www.pewresearch.org/internet/2019/11/15/americans-attitudes-and-experiences-with-privacy-policies-and-laws/.

"Create Your Custom Website Privacy Policy." LawDepot, 2026, www.lawdepot.ca/business/website-privacy-policy/.

D'Alessio, Francesco. "Notion Statistics 2026: Company Information." Tool Finder, 2 May 2025, toolfinder.com/lists/notion-in-statistics.

D'Souza, Joseph. "Notion Statistics and Facts (2025)." Electro IQ, 28 Mar. 2025, electroiq.com/stats/notion-statistics/.

David, Ch. "Notion Statistics in 2022: Growth and More | Simple.ink." Wwww.simple.ink, 29 Aug. 2023, www.simple.ink/blog/notion-stats.

Husain, Osman. "13 Best Privacy Policy Examples (+ Free Template) — Updated for 2023." Wwww.enzuzo.com, 2 July 2024, www.enzuzo.com/blog/best-privacy-policy-examples.

"Notion | Where Teams and Agents Work Together." Notion, 2026, notion.notion.site/Terms-and-Privacy-28ffdd083dc3473e9c2da6ec011b58ac.

OpenAI. "ChatGPT." ChatGPT, OpenAI, 2025, chatgpt.com/.

"Privacy Policy Template | Iubenda." Compliance Solutions for Websites, Apps and Organizations | Iubenda, 31 Mar. 2026, www.iubenda.com/en/help/36387-privacy-policy-template/.

"Sample Privacy Policy Template." Privacy Policies, www.privacypolicies.com/blog/privacy-policy-template/.