

SSIM “Baby Talk”

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TRUST in
*Information
Exchange*

ACTIVE Protection Behavior



Conditional Share

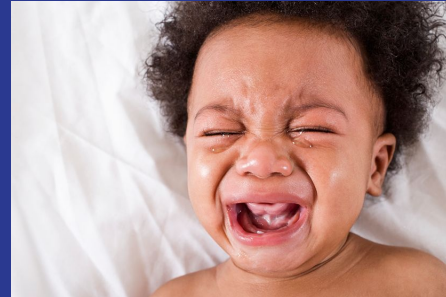


Conditional Surrender

FAITH in
*Information
Exchanges*



Unconditional Share



Unconditional Surrender

Passive Protection Behavior

Examples



Conditional Share

Example:

An example for conditional sharing would be when you manage your settings in Snapchat to block certain friends from seeing your story. You can verify this privacy setting by blocking a close friend and having them check to see if it is accurate.



Unconditional Share

Example:

An example for unconditional sharing is when you sign up to use Uber, hurry through their privacy policies, and then end up doing a paper on privacy policies and finding out they share your information to outside parties.



Conditional Surrender

Example:

An example of Conditional Surrender is when a celebrity sends inappropriate photos to their “boo” and it ends up all over the Internet and TMZ.



Unconditional Surrender

Example:

An example of unconditional surrender could be if one were to use Postmates, and provide their credit card information not knowing that they use that information to collect information about you such as financial matters, address, etc.