## TIME Teams Up With Center for Plain Language for Privacy Policy Report

## *Technology companies’ privacy policies ranked*

## **WASHINGTON, D.C., September 10, 2015** – The Center for Plain Language was asked by TIME magazine to evaluate the privacy policies of seven top technology companies. The story is featured in the TIME article entitled *These Companies Have the Best (And Worst) Privacy Policies: TIME teamed up with the Center for Plain Language to rank privacy policies from readable to ridiculous*. [The article is available online at TIME.com.](http://time.com/3986016/google-facebook-twitter-privacy-policies/)

The Center evaluated online privacy notices for Apple, Facebook, Google, LinkedIn, Lyft, Twitter, and Uber. They used two assessment methods to determine how easy or difficult the notices are to understand: human judges—all plain-language experts—and an algorithm-based tool called Acrolynx. Using Acrolynx, they measured sentence length, words per sentence, use of complex versus simple words, active voice, and a variety of other factors. The judges looked at some of the same aspects, but also looked at style, organization and structure, audience needs, and other factors.

“The computer’s and the judges’ conclusions were quite consistent,” said Julie Clement, Center board member and lead on the project. “While all of the companies could use some plain-language lessons, Google was the clear winner, with Facebook not far behind. The clear losers were Lyft and Twitter, whose policies generated comments like, ‘This privacy policy is what makes plain language people like us still have jobs.’ In the middle, with some successes and some failures, were LinkedIn, Apple, and Uber.

“Judges consistently commented that some policy language showed the companies’ respect and a desire for users to understand, while other language communicated disrespect, and even a deliberate desire that users not read the policies.”

[Read the full report.](http://centerforplainlanguage.org/time-privacy-policy/)

**The Center for Plain Language**, a non-profit organization based in Washington, DC, supports those who use plain language, trains those who should use plain language, and urges people to demand plain language in all the documents they receive, read, and use. For more information and to become a member, visit [www.centerforplainlanguage.org](http://www.centerforplainlanguage.org).

Media Contact: Diane Chojnowski, diane@usability.org, 641-919-0385