

Appendix I: Used materials during the interviews

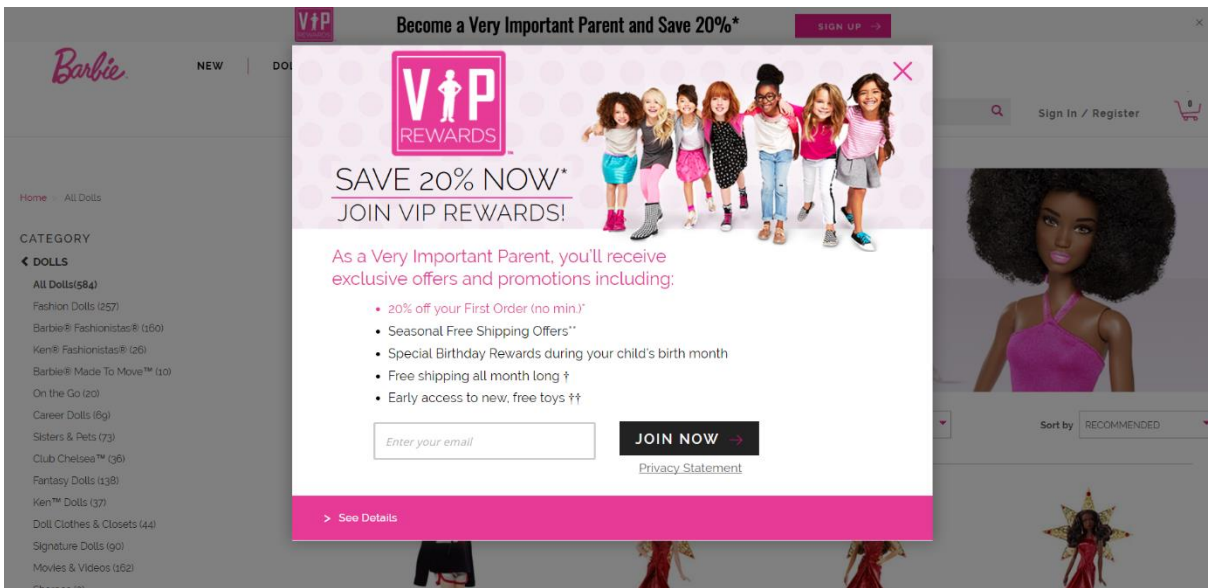


Figure 1: Example of a screenshot shown to parents (cf. explicit data collection).

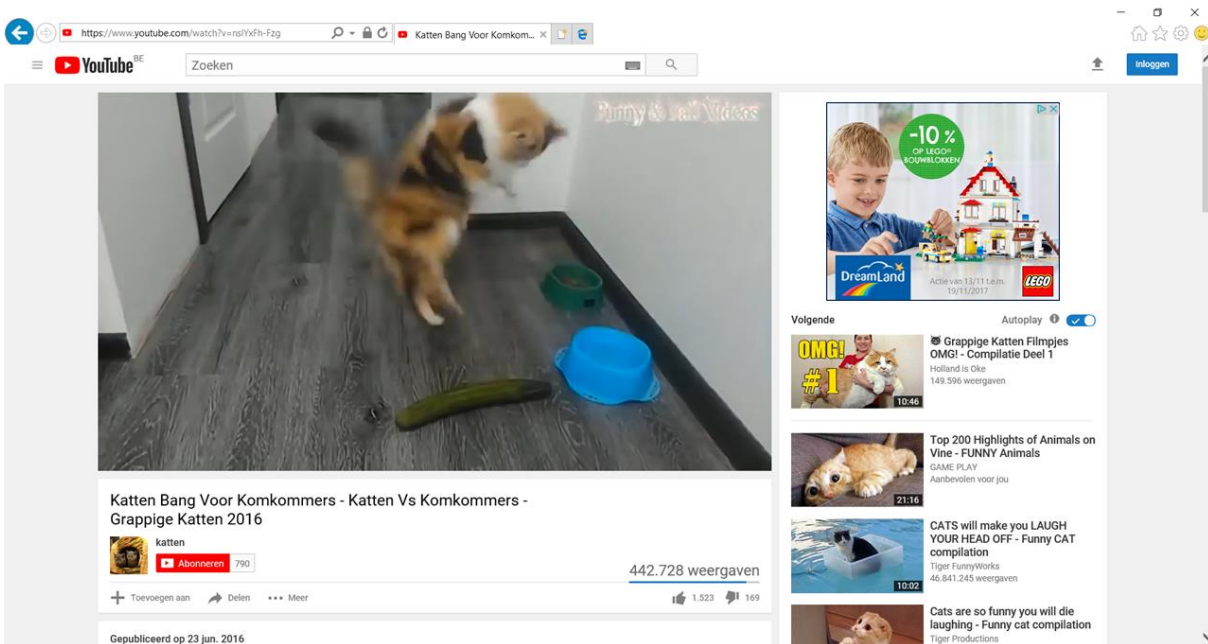


Figure 2: Example of a screenshot shown to parents and children (cf. implicit data collection).



Figure 3: Screenshots of the videos about explicit data collections (cf. website registration; see above) and implicit data collections (cf. cookies; see below), shown to all participating children.

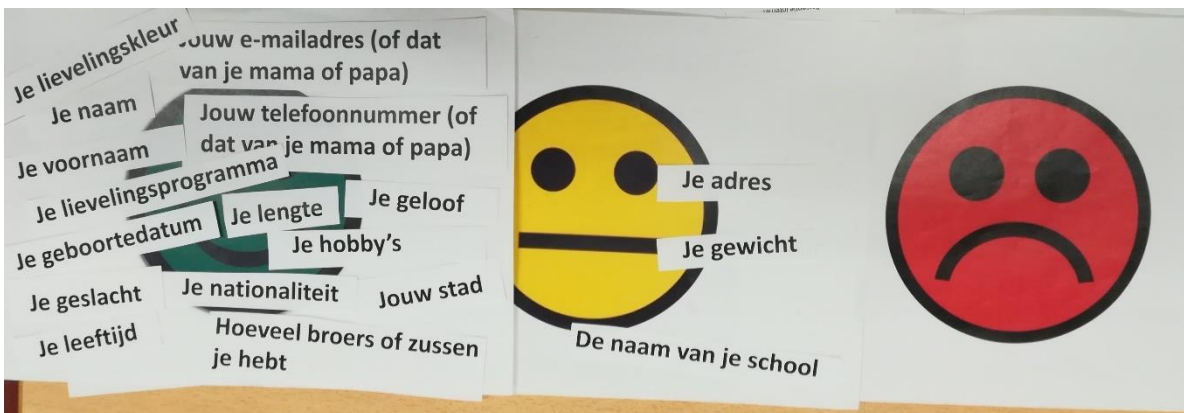


Figure 4: An example of a child's willingness to disclose different types of information.

1. Appendix II: Codes and examples of quotes in support of the mentioned results

Children’s Coping Strategies

<p>Agreeing / Disclosing personal data</p>	<p>“Yes, I’ve read it once, but then I clicked on “agree”, because otherwise you can’t continue.” “I just agree with it.” “I just click on ‘agree cookies’, so on ‘yes’.” “Yes, if it’s a nice game I would do that, but if it’s a game that you don’t come across a lot, I wouldn’t.”</p>
<p>Asking parents</p>	<p>“Then I ask my mom whether I can agree, sometimes she says ‘no’, and sometimes she says ‘yes’.” “You need to agree with this, but I only do it when my mom has read it, otherwise I don’t. (...) If she says ‘no’, I try to look for another app, so that I can use it without agreeing with this, because you don’t know what it is.” “I would just ask my mom if I can agree with that.” “Every time I get a new game, my dad does it for me. Then I don’t know what he does, and so I don’t understand too much of it and that’s why he always does it for me.” “First my parents did it for me, but after a while I knew how to do it myself.”</p>
<p>Clicking away/Ignoring cookies</p>	<p>“I click it away, or I close it and I try again. And if it doesn’t work, I stop for a minute, and I watch television.” “I would click it away. (...) I would just not want to read that.” “I just ignore it.” “So if my finger is the computer mouse, then you can click outside this [cookie notice], and then it goes away.”</p>

Children’s Privacy Literacy and Perceptions of Data Practices

<p>Wrong understanding of the motives for data collection (dishonest parties)</p>	<p>“They can send it to thieves, and if they have bad intentions, they can come to rob you.” “[I think] in some games, other players can hack your account because they know your email address, and then they can block me from playing that game.” “Those people can see what your name is, and then they can find your address and phone number. And these people can be thieves which you don’t know, and they can come to your house and grab your things.” “I wouldn’t fill that in, because maybe someone is going to read that, and then someone with bad intentions is going to read that.” [Do you know what that person then would do?] “I don’t know.” “I wouldn’t do that, because if you do that, and then there is someone who follows you, he can always kidnap you, if you provide your street, your phone number, and your name, that’s just not smart because then people can spy on you.” “I wouldn’t fill in my details, because maybe that’s a trap. If a thief kind of person asks your phone number, and your house number, then they can break into your house.” “They might pass on your information to crooks and when they have bad intentions, they will rob you.” “I think that websites with not so good intentions cannot do anything wrong with these data [points at non-identifiable data], but they can with this data [points at identifiable data].” “I wouldn’t provide my phone number and stuff, because then they can call you when they want to do something to you.” “(...) Then they know where I live, and then they can get to know a lot of information about me, just like secret agents.”</p>
<p>Wrong understanding of cookies</p>	<p>“They are changing the website.” “I guess that’s a strange advertising.” “I have already seen it a lot, but I actually don’t know what it is.” “[I don’t know what it is,] but it’s something on a website.” “Maybe it’s a virus.” “I think that this is a kind of discount.”</p>

Privacy awareness	<p>"I don't like that [cookies, OBA] because that's actually a bit intruding in people's privacy life, so that's not nice."</p> <p>"Because if you do something and nobody can know, then they do know it."</p> <p>"So suddenly look at this [points at the left corner] and then you look at that [points at the right corner], and then it is in front of you."</p>
Disclosing when website is perceived as trustful	<p>"It depends, if it's a well-known website, I would do it, but if it's an unknown one, then it's maybe an illegal one."</p> <p>"I would provide it for Ketnet (Flemish child television channel), that's a child-friendly website, as it is for many children, then I would do it."</p> <p>"I would fill that in because it's VTM [Flemish television channel], so what would they do with that? That's okay for me."</p> <p>"It doesn't bother me that much because I know this website, and I know people working over there. So if something happens, then I know who I should talk to. I trust it."</p> <p>"If it's a nice website, I would provide it. But if it's a 12+ website, then not really, so only when it's for children, and not when it's a creepy website."</p>
Weird/annoying	<p>"[I think it's annoying] because it [cookie notices] always come on my screen."</p> <p>"I think that's strange. But then I said, 'Look, maybe we need to click on this, maybe we will have a better holiday'."</p> <p>"That's strange. So suddenly you look at a website... for example you are looking a plant [points at the left corner of the room], and you look suddenly to this [points at the right corner], and then it [the plant] is right there."</p> <p>"That's something weird. (...) Because then they know almost everything you do, and I don't like that. (...) Because if you want to do something which no one can know, then they do know it."</p> <p>"I think that's a bit strange, because you don't expect something to be there what you looked up a few days ago."</p> <p>"In the long term, I think that's annoying. (...) Because once, you've looked at something, and you've accidentally pushed 'agree' [cf. cookie notice], and then the next time, you have to look at it constantly."</p>
Positive attitude toward use of personal data (Relevance/Game rewards)	<p>"It's nice [receiving mails when entering personal details], because then you know that there is discount."</p> <p>"[Then they can send me an email and] then I know when there are new episodes, that is most of the time fun."</p> <p>"I played a game, and suddenly I needed to log in, and then I logged in, which wasn't that bad at all, and then I got stuff [game rewards]."</p> <p>"Then you can look at it, and maybe you will find better holidays."</p> <p>"It's actually handy that I know that they [cookies] can remember your password, so you are immediately on the website. I want to try that."</p> <p>"You can play on gaming websites, but then you are just a visitor. When you make an account with your email address, you can do so much more things."</p> <p>"If you are looking for something, and this screen with the cookie [notice] pops up, then you can enter right away. (...) And if you are looking for something, and you don't find it, and you've clicked 'agree', and then you just watch some movies to something else, and then suddenly, you find it. That's nice."</p> <p>"These cookies are smart. (...) Because you get the discount."</p> <p>"Then they can send you an email to say that it will be delivered tomorrow. And sometimes I also get emails from Wish, saying that there are discounts."</p>

Parents' Coping Strategies

Accepting cookie notices	<p>"I always push 'yes cookies'."</p> <p>"Sometimes I do 'no', sometimes I delete them on the computer, sometimes they don't ask it. It's not that I systematically answer 'no'. You just pushes quickly on a button to be able to continue."</p>
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Providing details	<p>“Those details, I have provided them too. And you know that you need to agree with everything [privacy conditions], many people don’t read that, neither do I. You just want to have it quickly done. (...) You just think: I want to have a look at it [the website’s content] and I’ll just quickly fill that in, and then I can have access to it.”</p> <p>“If you want to use this Kernet website, you have to make a profile. Without a profile, you can only see the general stuff, but you cannot do anything.”</p> <p>“We don’t have another choice. Everything you want to use, apps or whatever, you need to provide your email, name, personal details.”</p> <p>“In the past, if you provided your address to a cloth shop, you know that they have your address and that they can send you stuff. (...) Now, it’s just different. You just provide your details more easily, you don’t see the person.”</p> <p>“Sometimes you cannot do anything else but providing your details. If you order something, then of course, you need to provide your details.”</p>
Multiple accounts	<p>“I have one email address which is for businesses, and I use it only for such spam things. I never look at that [email address].”</p>
Withdrawing from providing data	<p>“I wouldn’t give my address and my phone number that quickly. Well, it depends of course, but in the first place, you get so many advertisements, that’s why I wouldn’t provide that so quickly.”</p>
Unsubscribing	<p>“I think it’s important that when we unsubscribe, we are effectively unsubscribed.”</p> <p>“I often think ‘I am going to quickly subscribe’ so that I receive the discount. But then you receive a lot of advertisements as well, but then I just unsubscribe.”</p>
Doesn’t accept cookies	<p>“And what do they mean with cookies? Because every time they ask me ‘Will you accept cookies?’ then I don’t accept cookies.”</p> <p>“If it’s possible to click ‘no’, I click ‘no’.”</p>
Deleting cookies	<p>“Sometimes I delete these cookies, but then, the next time you log in, for things for your work or for the bank, you need to search everything again, and that’s a lot of work.”</p> <p>“You cannot do anything about it, except for deleting your cookies every time. (...) But then everything is gone. Your password, everything. (...) So that’s annoying. So every disadvantage has its advantage.”</p>
Completing subscription themselves (children)	<p>“I subscribe for him.”</p> <p>“For example, games, I would never allow him to provide his email address, except, I have one email address which is for businesses, and I use it only for such spam things, and I never look at that. So let’s say, never his email address, but I would give mine.”</p> <p>“[Registration] is at my account, it’s something I make, and then he plays a game on my phone. (...) He then asks permission for that.”</p> <p>“I would provide my own details, so not on their name.”</p> <p>“I do the subscription, and mostly with him, so that he sees how it works. But the emails, like the confirmation and so, that’s via my email address.</p> <p>“[Since I subscribe for my child,] I do not mind actually because I can limit it a bit. But I wouldn’t let him do it, (...) because I think they don’t really think about it, like for instance ‘where will it end?’.</p>
Explaining children	<p>“From the moment they were 14, we subscribed together. We really try to explain it, and whenever they have questions about it, they know they can ask us.”</p> <p>“I try to explain them that everything is saved [on the internet], every page you go to, each item of image, that it stays over there.”</p>
Parents’ Privacy Literacy and Perceptions of Data Practices	
Understanding of motives for data collection	<p>“What they’re going to do with these data? They are going to sell it, for ads.”</p> <p>“They want to use it for marketing, they want to know who their audience is.”</p> <p>“They are selling those data, to anyone who wants it. I think that’s not good.”</p>

(advertising, third-party use)	<p>“They send it to other websites and other instances, so they can use it for advertising or to allure people.”</p> <p>“They collect your data, connect it with other databases, so that they know you more and more, they track you down... So they know which advertisements they need to send to you.”</p>
Wrong or incomplete perception of what cookies are	<p>“Isn’t that cache data? Sometimes I just delete everything.”</p> <p>“How that’s somehow all connected, I don’t know.”</p> <p>“No, I have no knowledge about how it works, how they know. I know it’s an address that you put on the internet, and they know your IP code, something like this, and that’s how they can know.”</p> <p>“If the computer is working too slow, I clean all those cookies and history.”</p> <p>“If you look somewhere on a website, then the next time you go online, there are ads everywhere. For instance, when you book a trip, then suddenly: trips, trips everywhere. There must be something linking everything. I don’t know.”</p> <p>“I hope they don’t do anything [with my personal data] afterwards. But I don’t know. I don’t think so.”</p>
Experiences with online behavioral advertising	<p>“If you are looking for something, like you want to book a holiday, and then you look at something, which automatically comes back. Or a thing you are looking for, like a household product, then you see advertising appearing.”</p> <p>“I needed a wireless reading lamp, and I was just searching and I remember that suddenly I start receiving on Facebook, or I don’t remember anymore, on the internet, advertisements about wireless lamps. And I was like how can they know? And suddenly paf, paf, paf, everywhere, there were advertisements from... And then, this annoys me. Because you see, everybody’s watching, everybody’s... somehow they know what you are doing, what you are looking for.”</p>
Concerns about their children’s data	<p>“Advertising is okay, but this [OBA] really plays in on your mood. Like children looking at toys, and then they get to see all that information [OBA].”</p> <p>“They is going to be stuck in their head for a longer time. (...) Maybe, [ads] on television, they don’t think about it anymore. (...) It [OBA] is maybe more effective, but more annoying.”</p> <p>“Okay, marketing... I understand those people, they want to make children consumer minded. But pedophiles have it too [children’s data]. (...) I’m not afraid about this [data used for advertisements], I’m afraid about bad people using it to attack our children.”</p> <p>“This weekend I went through all his followers, and I saw 2 to 3 very strange things: someone who posted nude pictures of children... Really. I was completely shocked. (...) I told them: it’s not because you erases it, it’s gone. It stays there.”</p> <p>“When it’s for me, I would subscribe, but not for him. I don’t think that’s needed.”</p>
Annoying/invasive	<p>“Your mailbox will consist out of 20 newsletters, and in the long-term, that’s annoying. It’s getting more and more sophisticated, isn’t it.”</p> <p>“When I see something and it looks nice, then before I actually realize ‘I should better not do this’, it’s already gone, and then you see all those mails entering. Like last week, that’s very annoying, I suddenly had 500 mails, that’s very annoying.”</p> <p>“I think that’s annoying. Because you are in your private environment, but it doesn’t stay private. They know that you are looking for a trip, that’s weird.”</p> <p>“It’s too invasive. (...) And this annoys me. Because everybody’s watching... Somehow they know what you’re doing, what you’re looking for.”</p> <p>“I have problems with things that are pushed. (...) This is brainwashing, because you look at this [the website content], but in your eye corner you only see this [the ad]. This is a form of manipulation.”</p>
Perceived lack of control (‘Nothing to do about it’)	<p>“I don’t think this is okay, but actually, I think we cannot do a lot about it, or even nothing. The internet is so well developed that it perfectly knows what you are looking for.”</p> <p>“We live today, we are used to that. When I was young, social media didn’t exist, even internet was in its infancy. (...) But that doesn’t stop me from going to certain websites.”</p> <p>“It’s not I have aversion to it. I am not afraid about it. It’s not nice that they do this, but that’s part of it.”</p> <p>“I don’t have any problem with it. We get used to it. If you want it, you have to do it. There’s no other choice. (...) If you don’t do nothing wrong in your life, why do you need to hide yourself</p>

from... (...) We're not free anymore. And everybody knows everything about us. You cannot hide yourself. You can whatever you want to do, you have to subscribe, you have to give your name.”
