

**Privacy / 'prɪvəsi, ˈpraɪvəsi/ noun**

A state in which one is not observed or disturbed by other people.  
 The state of being free from public attention or unwanted intrusion in one's private life.  
 Freedom from damaging publicity, secret surveillance, or unauthorized disclosure of one's personal data & information, as by a government, corporation, or individual.

**Special / 'speʃ(ə)l/ adjective**

Better, greater, or otherwise different from what is usual.  
 Belonging specifically to a particular person or place.  
 Having a specific function or purpose.  
 Out of the ordinary, remarkable, exceptional, particularly valued, outstanding.

**PRIVACY PREFERENCE CENTRE**

- Legal
- Security
- Engineering
- Product design
- Technology
- Sociology
- Psychology
- Economy
- Human Resources
- Human Behaviour
- General Management
- Data Base
- Marketing
- Compliance
- Publicity
- Phishing

**WHAT DO WE USE COOKIES FOR**

- Provide our services
- Secure our services
- Improve our services
- Store stageful data
- Throttle the request rate
- Determine the session's length
- Remember traffic source information
- Remember the value of custom variables
- Record your activity
- Recognise you
- Personalize your ads

**WHAT WE USE IT FOR**

- Help you connect with other users
- Power matching algorithm
- Recommend compatible people
- Recommend you to other users
- Show you adds
- Show you offers
- Determine the effectiveness of the ads
- Deliver discounts

**MATCHING ISSUES**

- Opaque algorithms
- Unintended use
- Unanticipated use
- Reification of harmful gender norms

**STEREOTYPES**

- Height
- Weight
- Race
- Gender
- Culture
- Ethnicity
- Religion
- Income

**COOKIES**  
 a small amount of data generated by a website and saved by your web browser.

**PROFILING**  
 the act of extrapolating information about a person based on known traits or tendencies

**TYPES OF COOKIES**

- Session cookie
- Preference cookies
- Performance cookies
- Authentication cookies
- Same-site cookies
- Statistics cookies
- Persistent cookies
- Zombie cookies
- Advertising cookies
- Super cookies
- Http-only cookie
- Conversion cookies
- Tracking cookies
- Marketing Cookies
- Secure cookies
- Functionality cookies

**TYPES OF COOKIES**

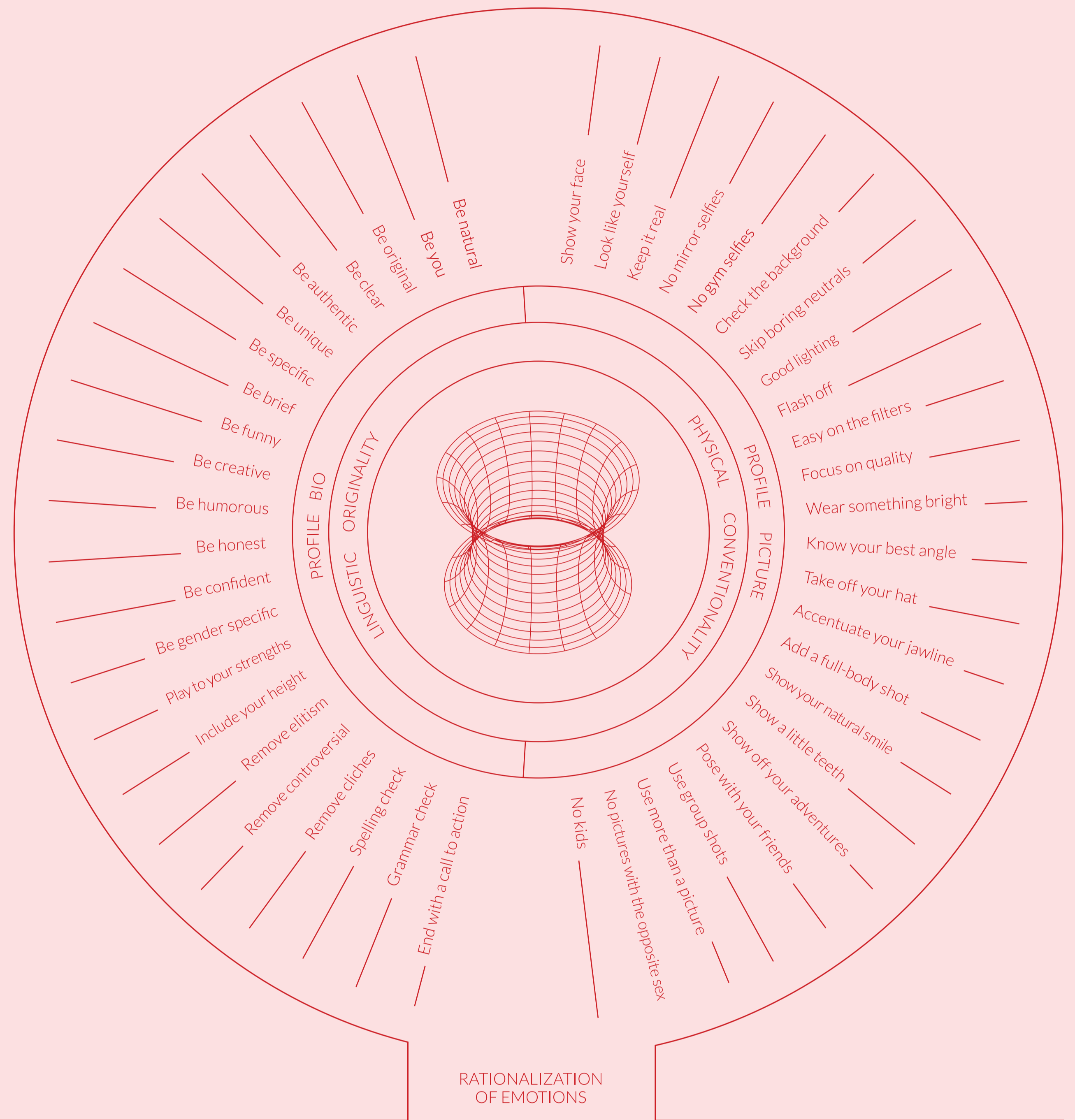
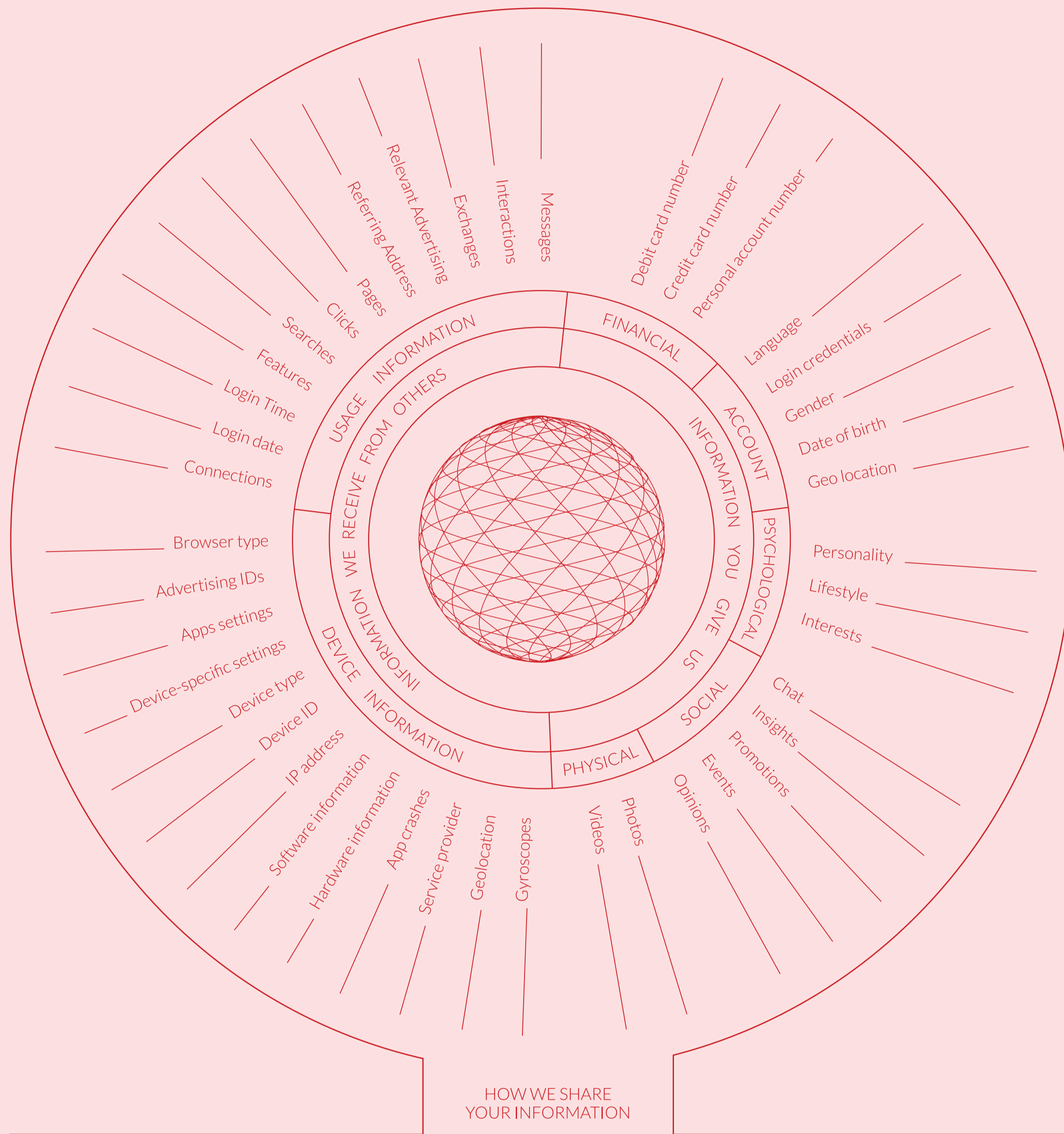
- Demographic info
- Behaviour info
- Conversions info
- Browser info
- Analytic cookies
- Social cookies
- Targeting cookies
- Device info
- E-commerce data

**MOTIVATION FOR USING DATING APP**

- Love
- Casual sex
- Ease of communication
- Meaningful connections
- Self-worth validation
- Thrill of excitement
- Trendiness
- Entertainment

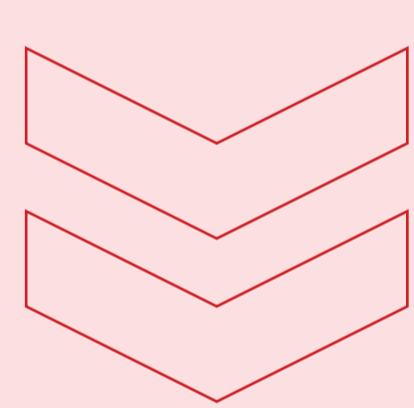
**SOCIAL IMPACT**

- Emotional routinization
- Scripted behaviour
- Public exposure
- High expectations
- Prospective imagination
- Limited proximity capacity
- Acceleration of the pace of daily life
- Social change promptness



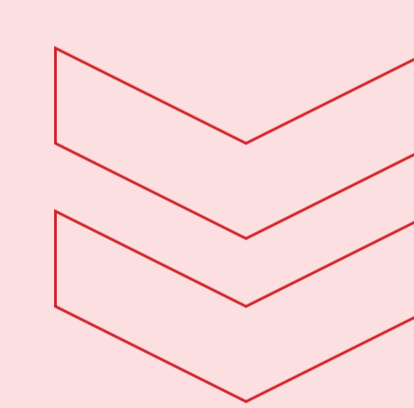
**MASS AMOROUS CONSUMPTION**

- Emotional competitiveness
- Infinite choice
- Loving strategy
- Sentimental efficiency
- Romantic categorization
- Affective negotiation
- Intimate transaction
- User fragmentation



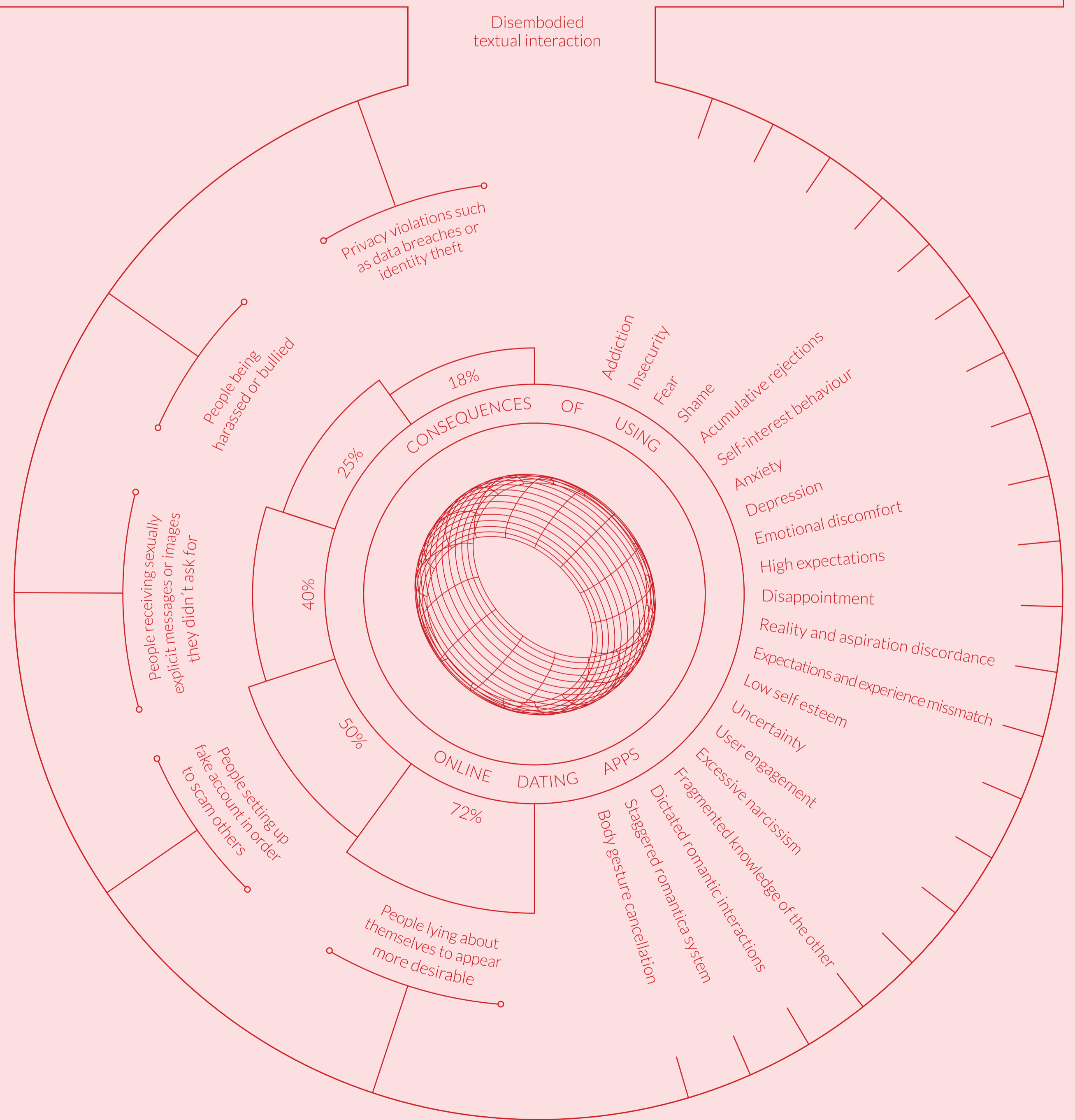
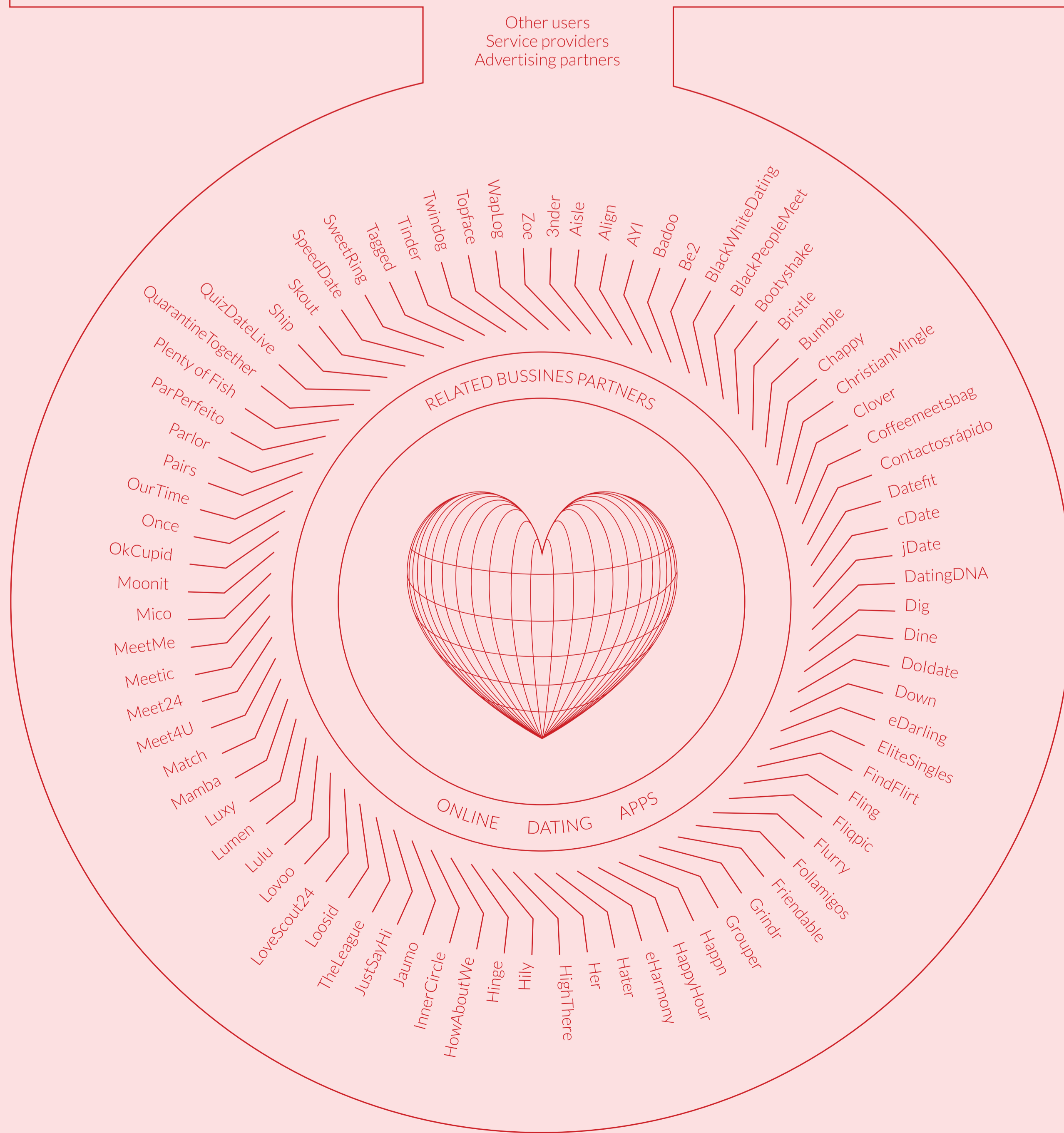
Love can refer to a variety of different feelings, states and attitudes, ranging from pleasure to interpersonal attraction.  
 The complexity of the feelings involved, makes love usually difficult to concisely define.  
 Love may be understood as a part of the survival instinct.

**RATIONALIZATION OF EMOTIONS**



**DESIRABILITY SCORE**

- Don't spam-swipe right
- Don't be unattractive
- Don't go out of your league
- Don't leave your matches hanging
- Don't reset your account too often
- Don't change your location too often
- Don't be indifferent
- Stay Active



An act or instance of invading or entering as an enemy, especially by an army.  
 The entrance or advent of anything troublesome or harmful, as disease.  
 Entrance as if to take possession or overrun.  
 Infringement by intrusion.

**Invasion / 'in-vey-zuhnu/ noun**

Quick to detect or respond to slight changes, signals, or influences.  
 Having or displaying a quick and delicate appreciation of others' feelings.  
 Readily or excessively affected by external agencies or influences.  
 Having acute mental or emotional sensibility; aware of and responsive to the feelings of others.

**Sensitive / 'sensitiv/ adjective**