



The 'overlook' of the express delivery:

PRIVACY LEAK

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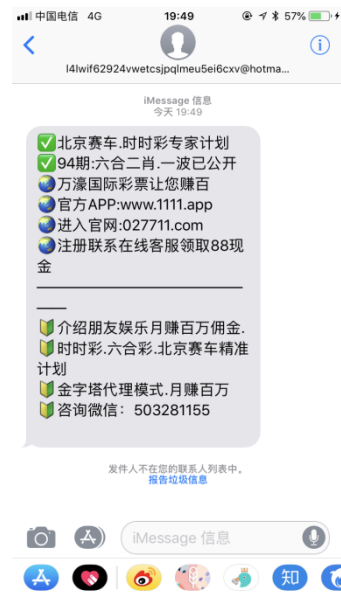
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One of our classmates Nathan once ordered takeout food on “Eleme” last month. Then the driver who was responsible for sending his food was late. Moreover, the driver had poor manners toward my classmate. So Nathan gave a negative comment on the Eleme app, which might affect the daily order amount that a driver could deliver. Immediately, the driver gave a call back to Nathan, and blamed him for giving a negative comment. Nathan did not want to argue with him and hung up the call. However, he started to think about this experience. Assuming that if he had argued with the driver and ended up unpleasantly, is it possible that the driver will somehow revenge? After all, he has the address and the phone number of Nathan.



* PICTURE OF NATHAN ANSWERING A CALL FROM THE DRIVER



* SCREENSHOT OF SPAM MESSAGE ON ONE OF OUR MEMBERS' PHONE

In addition, a common phenomenon that everyone might have experienced is that receiving spam messages and fraud calls from strangers. While asking the people around us and interviewing on streets, we notice that almost everyone has received spam messages at least once. But people seldom care about when and how their phone numbers were blabbed to whom sent the messages.

Nathan shared his experience to our group members, and we were inspired. Leading to today's discussion about the “overlook” of express delivery industry: privacy compromise.

In contemporary society, the use of express delivery become increasingly widely. With the development of express delivery, various privacy problems appear. We receive crank call and telephone fraud more frequently, and these calls seems to know our personal information very clearly, but how? As we know, there is detailed information printed on the courier receipt, which is the key of why we received so many crank calls. Do we really pay attention to our privacy? Do

the delivery company protect our information carefully? To deeply understand the phenomenon, we are going to investigate the public what are their opinion to the issue, and have they ever experienced fraud that because of information leakage. And what is the measure that the express delivery companies use to protect their customers' privacy safety. And we are going to discuss the conflict between express industry and privacy leakage through two aspects: take-out delivery and express industry.

(1) Take-out Delivery

With the rapid development of the take-out delivery industry in Hangzhou, people are used to order food by using various apps like Meituan or Eleme. These apps are like a bridge between restaurants and costumers. Costumers place an order on an app, and then there is a takeaway rider nearby who will ride to the restaurant and take their food, and finally bring the food to costumers' hands. Take-out delivery benefits so many office workers who cannot cook at home or eat outside their office buildings every day. Moreover, it brings people who were not highly educated a good job, because they can earn a considerable salary according to how many orders they have delivered. But the problem is these apps require our address and phone number when we want them to send food. It can cause many issues, such as the point we are talking about--- Privacy Safety.

The privacy agreement:

First, we investigated the commitment and methods of takeaway industry to protect users' privacy information.

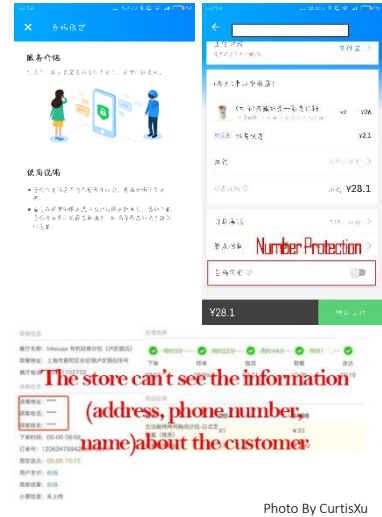
In the Eleme users' privacy policy, the users need to provide the information to all of the following:

1. telephone number, e-mail, bank card number and so on.
2. information (address, etc.) provided to other platforms through Eleme
3. APP information
4. location information (can be closed)

The purpose of the information is:

1. provide basic services.
2. design new services and improve services
3. push advertising
4. assess the effectiveness of promotional activities.
5. software certification / update

We can see that the take-out delivery platform will need our mobile phone number, e-mail, bank card number, address and other key information, so the protection of information is very important, according to this privacy policy, our information will be used in the platform services, and will not be disclosed to the third party.



In order to protect the user's information better, Eleme also introduced the "phone number protection" function, which can ensure that users' phone numbers will not be known by courier and the food-store. However, this function will not be opened by default. Many people ignore this option.

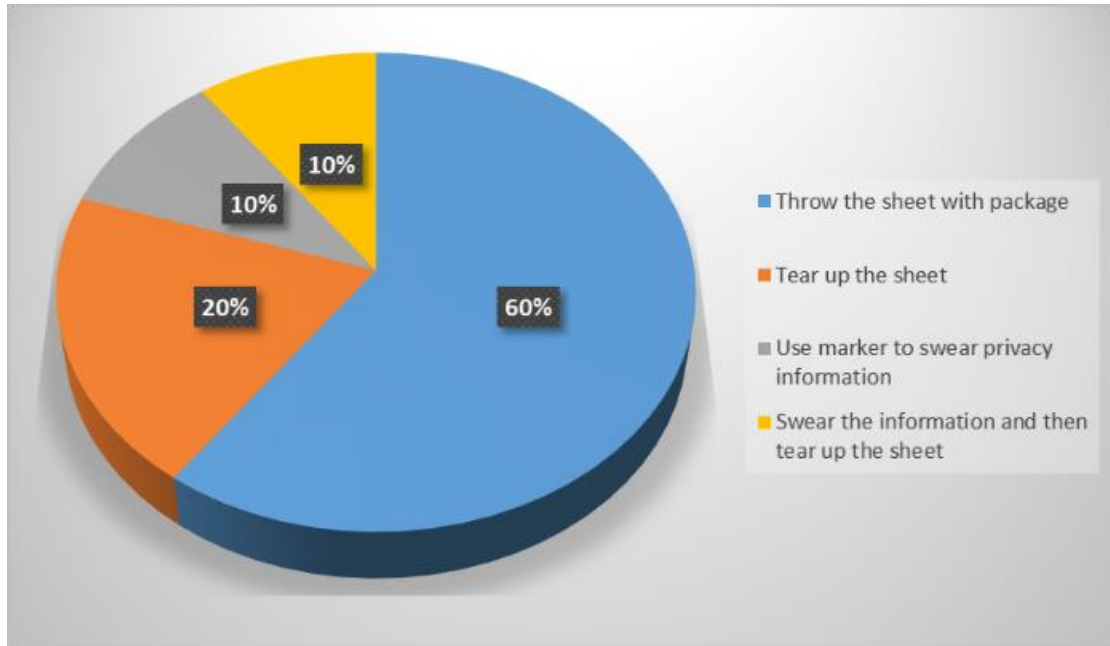
Interview record:

In order to research the relative topic we work on, we went to a big shopping mall in Hangzhou. We focus on takeout this time, and questions we came up with for interviewing are all about take-out.

All these questions are related to privacy security. There are 8 following questions we provided for interviewee.

- 1.How often do you order takeout
- 2.Have you ever paid attention to the privacy information printed on the takeaway receipt
- 3.Do you pay attention to hide your information when ordering takeout
- 4.What do you usually do with the garbage after eating the take-away food? Do you have special treatment for tickets with private information?
- 5.Have you ever received a junk text message or a sales call due to a privacy breach
- 6.What do you think is the likely cause of your privacy breach
- 7.Do you know anything about the privacy policy of Meituan or Elema
- 8.Did you know there is a number protection option available for ordering takeout

Through asking around on the streets in Hangzhou, we find that all the residents notice that their information like name, phone number and address is on the receipt. Some of them may destroy it with various methods to protect their privacy information, whereas some of them just throw them away. This graph shows the rate of all the conditions.



* 95% of people receive spam or crank phone calls. But some of them think that their privacy can be revealed easily with lots of methods, so it is difficult to prevent their privacy from being leaked, especially their phone Numbers.

* Only 5% would choose to read the privacy policy on the takeaway APP carefully, while the rest chose to skip.

* Only 30% of the interviewers know the number protection option of Eleme.

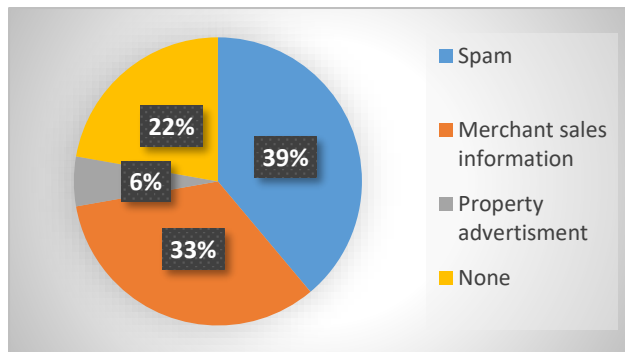
(2) Express Industry

The Express Sheet which will stick on your express box is a necessary part of express delivery, but it also contains a lot of user information, especially the express order from Taobao store. These express sheets include not only the order number, user address, mobile phone number, but also the type of goods you bought, the name of the store and your Taobao user name. This information can reveal a lot of content and be used by others.

As people know, you may be harassed by salesmen and merchants because of the leak of mobile phone number. At the same time, other people can identify your buying habits and frequently purchased goods by the “types of goods” and “the name of the Taobao store” information from the express sheets, so that they can target you for marketing or even fraud. What's more, after our survey, we notice that other people can even find information about your recent purchase on some websites if they know your Taobao account from the express sheets.



Photo by CurtisXu



Our interview shows that 78% interviewees have received advertising messages. And most of them are from the Taobao shop that they have patronized. One of our group members says she has received merchant sales information from all the Taobao shop that she once spent

money in, which sometimes can be extremely annoying during special festivals when they have discounts. Because her data of phone number has been put into their customer system. However, most of the time, she simply does not want to know this information.

In conclusion, although there are so many ways today that our privacy information can be compromised, we cannot disregard the possibility of that our privacy information is exposed through express delivery industry. This report is aimed to propose all of the readers to pay attention to protect own privacy information from being exposed, and to remind the readers of one way that might compromise their information.