

Firefox Request for Data Collection

New Firefox-related data collection (for client (e.g. telemetry) and services (e.g. Firefox Accounts) must be reviewed prior to deployment of collection code. Please use this template to submit for data review.

Purpose of data collection review

- Ensure that the proposed data collection meets our data and privacy policies
- Ensure that there is sufficient documentation for all data collection in the Product
- Ensure that there is sufficient opportunity for users to opt-in or opt-out of data collection

Before answering this form, think through the following questions:

- What data-driven questions am I trying to answer?
- What data do I actually need to collect to answer these questions?
- How long do I need to have the data?
- How identifiable does the data need to be? (E.g. Can it be aggregated upon collection?)

The following questions are mandatory for all new data collection. **You must have answers to the following questions before you proceed with any work on new data collection.**

1) What are the motivating questions you want to answer with this data?

How often do people use the new page action items (ie are they useful) and how often do they choose “Manage Extension” (ie is that UI useful/discoverable).

This histogram is an extension of the histograms added in bug 1393843.

2) Why does Mozilla need answers to this question? Are there benefits for users? Do we need this information to address business requirements?

Example responses are in red:

Need to understand whether this new feature is operating as designed and/or how important further tweaks are.

3) List all proposed measurements. Refer to [data collection types for Firefox](#) on the Mozilla wiki and indicate types of measurements for each one. General characterization of your data collection request will fall the highest type of data.

| High-level Description | Measurement type | Tracking Bug # |
|---|-----------------------|------------------|
| Number of times people click “Manage Extension” in the page action context menu | Categorical histogram | 1413574, 1393843 |

4) How long will this data be collected? Choose one of the following:

- I want this data to be collected for 6 months initially (potentially renewable).

5) What populations do you need to these measurements for?

General Firefox population. Not important enough to be an opt-out measure.

6) Please provide a general description of how you will analyze this data.

Normal telemetry distribution dashboard checks

7) What alternative methods did you consider to answer this question? Why were they not sufficient?

User studies are too specific, use small sample sizes, and bias the people studied (ie if you ask “How would you bookmark something” or “how would you manage this page action”, people look for things they might otherwise have missed).

8) Can current instrumentation answer this question?

No, it's a new feature.

9) Where do you intend to share the results of your analysis?

Bugs, blog posts if the results warrant it.