

Reflexive Thematic Analysis: Thematic Structure

(SUB)THEME	REPRESENTATIVE CODES
T1. Sharing: there is a boundary	
T1.1 Depends on the Recipient	<p>“There are a few people I feel comfortable sharing that with, which are friends, and family.” (D11)</p> <p>“And it is personal, you know, like, for example with my colleagues it will be weird. Like you know, to say yeah, I wake up every day at 5:30 for running.” (D12)</p> <p>“I mean, with friends and family, with close people to you, it’s something very common because it’s actually something you discuss” (D16)</p>
T1.2 They already know (this)	<p>“I mean, my partner knows most of this. My family knows a bit of this, so that’s OK. My friends some stuff is fine, but other stuff is a bit weird.” (D11)</p> <p>“I don’t think it’s something like sensitive, just random information. That everybody can look for.” (D19)</p> <p>“There is nothing weird about asking the hour and the weather [laughs]” (D17)</p>
T2. Characterizing Sensitivity	
T2.1 Intrusive (because unaware)	<p>“Because I just ask random questions [to Google], but then, they put it together, and it’s like more information that I’m actually conscious.” (D19)</p> <p>“No, here I think it’s very sensitive actually, and it was what I was discussing before with you. Like, I was not aware that they were... That it was recording this conversation. It was about my residence permit, and no, I mean, that is something private.” (D16)</p> <p>“Because it is recording a conversation in the background after, yeah, someone said randomly OK, Google. That it wasn’t me because that device was also [configured] with my voice. So, it recorded a conversation with other people for some reason. So, for me, it is something that the device shouldn’t be doing or that I don’t expect [it] to do that and so it is sensitive because of that. Because it is recording something in the background that it shouldn’t.” (D1)</p>
T2.2 Specific (narrowness)	<p>“I’m going to bump that up because now it gives more information about my behavior, both in terms of, you know, being a night person, but also that I have smart lights. It reveals more than the previous kind of neutral-ish statements.” (D11)</p>

	<p>“Because you could know what are my holiday plans, where I used to be, well, my political thinking as well. So, there is a lot of information, sensitive information, in this picture.” (D14)</p> <p>“I guess more a window into your more personal life, yeah, which I guess is by definition more sensitive.” (D6)</p>
T2.3 Availability (already there isn't it?)	<p>“But that is information that they probably can find everywhere.” (D18)</p> <p>“For instance, the fact that I live in Amsterdam, it's on my profile. The fact that I live on that particular street, that is more sensitive.” (D21)</p> <p>“That's a hard question because everybody knows [laughs]. Yeah, I think you can find my address if you want to. So, yeah, it's not that sensitive.” (D20)</p>
T3. Spectrum of Sensitivity	
T3.1 Low Sensitivity: It's nothing	<p>“The content doesn't give anything away.” (D11)</p> <p>“I just say hey Google, which is a normal word you use to activate Google.” (D18)</p> <p>“It is a very common question.” (D10)</p>
T3.2 Medium Sensitivity: It tells a bit more	<p>“There is other behavior in there that is much more mundane, but there are sensitive bits to it.” (D11)</p> <p>“Because it tells a stranger a little bit about me.” (D18)</p> <p>“It just tells more about me.” (D2)</p>
T3.3 High Sensitivity: This is me, unaware and uncomfortable	<p>“I mean, it does reveal some weird behavior maybe so this is from a society perspective, right? Saying nonsense is a bit strange and it is you know... Even if it was me singing in the shower at that time, it is a more sensitive moment of voice data.” (D11)</p> <p>“Even the data that you maybe normally would say it's not sensitive, but if you put it all together it paints quite a picture of who you are and what you are doing, when, how, why.” (D18)</p> <p>“Like wow, now Google really figured out my biggest secret and I really shouldn't have shared it.” (D2)</p>
T4. Intimacy	
T4.1 Sharing a space	<p>“I think it was the fact that, I mean, it was like near midnight, I was sleepy. Maybe I was in my bed. So it would be like the whole scenario.” (D5)</p>

	<p>“And I feel like as if it was in bed with us, kind of, and so it’s not the public voice that I have when I’m online or with my friends.” (D9)</p> <p>“For me to be recorded in that kind of state, like being drunk, it feels weird.” (D5)</p>
<p>T4.2 Weird parts of me</p>	<p>“Because those are our dreams, It’s not our daily routine. It is our dreams, our hopes, our fears and things that I believe are more, I don’t know, inherent to who I am.” (D9)</p> <p>“It shows a little bit more the weird parts of the, that I don’t want to show everyone other than, for example, my partner.” (D17)</p> <p>“The information about my thinking, my worries, what I look for, is critical. It seems very personal, so I’m not very open to share it with everyone.” (D14)</p>
<p>T4.3 Me and my relations</p>	<p>“I mean, nothing necessarily intimate was happening, but it feels it has more privacy weight to it.” (D11)</p> <p>“But this time, I knew it was recording because we were able to listen to the recording and it’s very intimate.” (D9)</p> <p>“So there is a, maybe, a detectable pattern that reveals our sex life and that I would say again is not just my information to share, but someone else’s so that gives a very specific implication to the light data.” (D12)</p>