Code	Description	Example quotes
Emotional reactions		
worry	Participant expresses worry / concern / discomfort.	"Scary"; "This feels like an invasion of privacy"; "This seems very intrusive"
spy	Participant describes feeling of being spied upon.	"I don't like the 'big brother' silently watching idea at all"
indif	Participant expresses indifference.	"Don't see that any of that matters"; "It simply doesn't bother me"
cat	Participant expresses worries towards one or a few specific categories of data being disclosed.	"Physical data could lead to some problems."
rights	Participant fears that their rights are being violated by microphone-equipped technology.	"It's an infringement of my human rights"; "It is a breach of my rights"
surr	Participant expresses resignation / surrender in face of the extent of data collection taking place.	"The whole situation is out of my hand"
fasc	Participant expresses fascination / amazement with regard to the possibilities of technology.	"I think the subject is fascinating"; "It's very interesting"; "More amazed than worried"
slight	Participant only expresses slight emotions.	"I'm only slightly worried"; "slightly unnerving"
amt	Participant expresses surprise at the amount of possible audio-based inferences.	"This is something I never thought about.", "I was not aware of these possibilities."
const	Particiant is worried about microphone-equipped devices listening to him/her constantly / in the background.	"I feel like they record you all the time not just when you are speaking to them"
Feared data misuses		
mT	Participant mentions targeted advertising as an example of feared data misuse.	"targeted adverts to manipulate the vulnerable"; "attempt to advertise to people who are drunk or mentally unwell"
mM	Participant mentions psychographic manipulation as an example of feared data misuse.	"could be used to manipulate me emotionally"; "use my data to persuade me to think a certain way"
mL	Participant mentions data sharing with law enforcement / government agencies as an example of feared data misuse.	"the government will be able to track me"; "private data might be sold to other [...] governments"
mS	Participant expresses concern that personal data may be sold / lost / leaked to a third party (e.g., affiliated company, hackers).	"I'm worried about unintended entities getting this information"; "susceptible to be hacked or leaked"
mD	Participant mentions discrimination (e.g., by insurance, employer) as an example of feared data misuse.	This could lead to an unfair categorization of people"; "it could be used to prevent people from accessing goods or services"
mi	Participant mentions identity theft as an example of feared data misuse.	"the data could help a criminal commit identity fraud"; "ID theft"
mF	Participant mentions fraud / scam as an example of feared data misuse.	"The information gleaned my be used in fraud", "It might leave [,..] myself or my property [...] as victims of scams"
mOther	Participant mentions another type of data misuse.	"It might leave me vulnerable to physical attack either on myself or my property"

rep	Paricipant expresses fear of being misrepresented by the inferred data.	"I do not trust the people collecting this information to correctly interpret it"; "could lead to false readings being made"
tra	Participant expresses concern about a lack of transparency in data collection / usage.	"these devices are less than transparent about what these devices can do"; "I don't know where this information is going and who might use it"
cre	Participant expresses concern about potential mission creep, i.e., secondary use of data	"This infromation could be mined as a a secondary event for unrelated purposes"
nocons	Participant expresses concern that data is collected / used / inferred without their consent or awareness.	"information can be gathered about you without your knowledge"; "I have no control over what my information is used for"
dep	Participants attitude towards microphone-equipped technology depends on how collected data will be used.	"Depends how the information is used"; "as long as not made use of in a negative way towards me these traits are ok if known"
purp	Participant is uncertain / wants to know the real purposes beind audio-based inferences	"why do they need to know this?"; "I wonder how they will use this information"
profit	Participant expresses scepticism towards organizations exploiting audio data for profit.	"I don't like the idea that companies may be using very personal information for commercial purposes."
distrust	Participant explicitly expresses distrust towards data controllers.	"I don't trust companies to protect my information or not to misuse it"; "I didn't know that companies can retain that sort of data for those purposes, and I don't trust them to delete it."
necc	Participant expresses the concern that microphone-equipped devices collect more data than necessary for their functionality.	"Gives away too much information that is unecessary for the purpose of the exchange."
Perceived benefits and inevitability of voice-based technology		
ben	Participant mentions potential benefits of voice technology or audio-based inferences.	"I think it could be quite helpful for example with illnesses etc.", "will help to create a better service"
nto	Participant expresses the belief that embedded microphones and statistical inferences are a necessary trade-off for using modern technology.	"All improvements come alongside drawbacks", "It's the way technology is going."
Knowledge gaps and misconceptions		
snt	Participant expresses the belief that personal data disclosure could not have any negative impact on him/her.	"I don't see how the data could be used against me"; "Why would I be worried? I have nothing to hide"
trus	Participant expresses general trust in companies' data practices and/or security mechanisms. (Such general trust is unwarranted, as explained in Sect. 5.3.4 of the paper.)	"I dont really feel worried about it as the data would be in a anonymous format anyway."

dvc	Participant believes not to be affected because they don't use voice-controlled devices. (As explained in Sect. 5.3.4 of the paper, this is a misconception, as audio data can be recorded, analyzed and transmitted to remote servers by a wide variety of devices – not only by voice-controlled devices.)	"I don't use and don't intend to use voice activated devices."
nbel	Participant does not believe that audio-based inferences are really possible.	"There's no real evidence that this is true"; "I find it hard to believe"
Desired / proposed solution approaches		
law	Participant believes that better data protection laws are needed.	"Such activity needs more robust laws"; "absolute privacy requires laws"
ureg	Participant states that personal data derived from voice recordings should only be allowed to be used for a specified / limited range of purposes.	"It should be used for security only"; "voice technology should only be used to analyze questions and not how the speaker moods are"
rew	Participant demands a reward / profit participation for having their personal data collected and analyzed.	"I feel if companies are goinig to use my data I should be rewarded for it"
educ	Participant states that better user education is needed.	"it is best to just educate people about how these tools might make them vulnerable"
Reflections on device usage		
usage	Participant reflects upon their usage of voice-based devices in everyday life.	"I don't feel comfortable now using a device that you ask a question to.", "Makes me think twice about doing anything via voice rather than via a computer again."
still	Despite worries, the person will continue to use this technology	"However, it does not worry me to such an extent that I would think to limit my use of such technology."
Linguistic content of voice recordings		
ling	Participant states that they have only thought about the linguistic content of voice recordings so far (i.e., not thought about voice-based inferences).	"I always assumed the content of a voice recording would be more useful than the voice itself.", "I had not thought that it would be analysing more than what I said."
thling	Participant mentions a threat related to the linguistic content of voice recordings.	"This could reveal private conversations to others", "(...) find out code words to financial details"
Miscellaneous		
dnaOther	Participant states that the privacy threat of audio-based inferences does not apply to him-/herself for a special reason.	"I have no larynx and speak using an eosophageal voice. I think this almost makes me "immune" to this type of harvesting."
prox	Participant expresses concern about being recorded by another person's device in the vicinity.	"I avoid it all myself but may come close to someone else's device."
ctrl	Participant is concerned that users cannot control which information is unconsciously revealed through their voice and speech characteristics.	"there is no way to control whether some aspects are expressed"
many	Participant points out the ubiquity of microphone-equipped devices in modern life.	"There is no way of hiding from these constant intrusions. Even the baby monitor."

lacc	Participant assumes that inference algorithms suffer from low accuracy.	"I do not feel that they will be correct.", "I don't believe that many of these variables are accurate.", "Not sure it will be accurate."
naff	I'm not affected, because I don't use microphones / voice recordings	"I don't use any sound recording equipment."
already	Participant assumes that the information inferable from voice recordings is already available to companies through other sources (e.g. web tracking).	"What does it matter? The likes of Google, Amazon might guess or know these things from the things I search for, buy and from knowing my IP address."
dk	Participant remains vague or undecided.	"I don't know enough. I can not form an opinion of it."
zero	Participant does not provide a relevant and/or comprehensible response.	n/a