

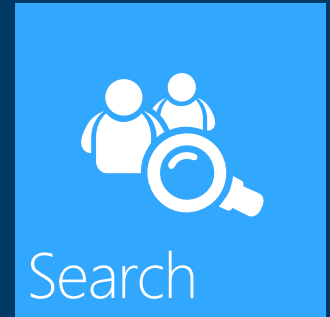
The Value of Privacy

Sören Preibusch

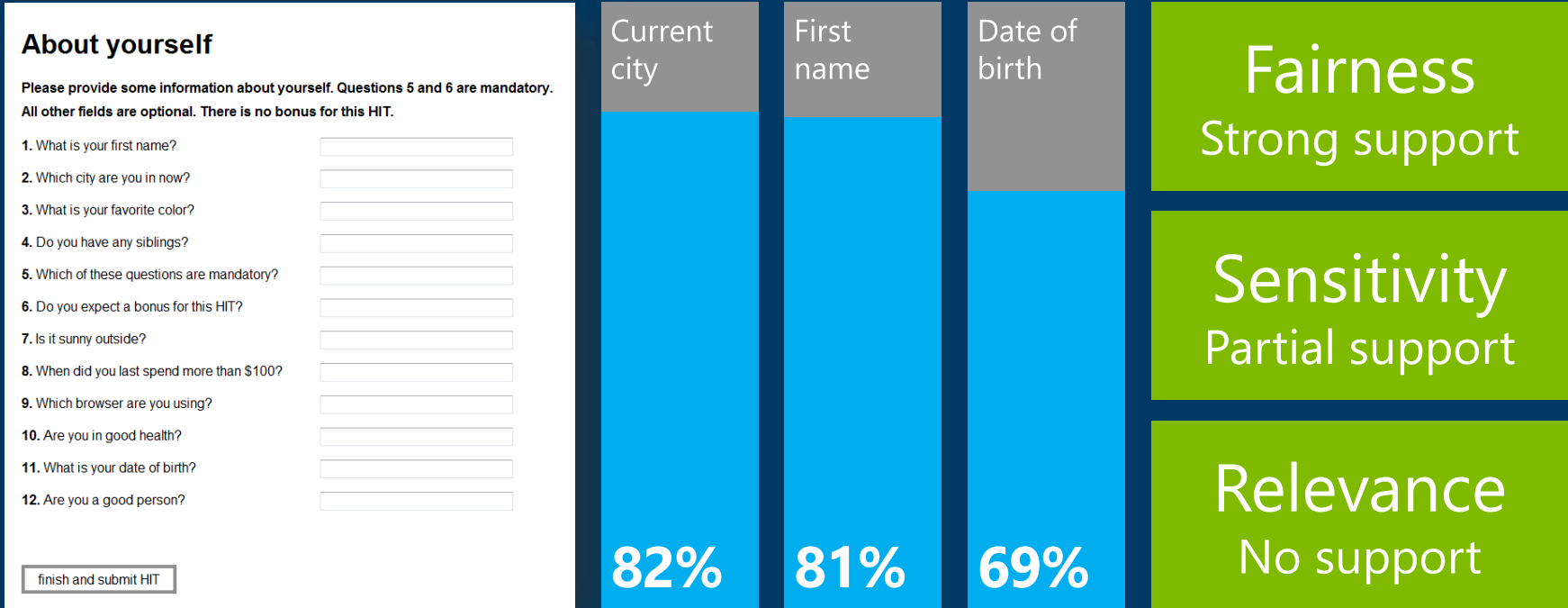
Companies create value from data



Consumers



High prevalence of voluntary disclosure



Measuring the value of privacy

Event Sales

Name:

Email:

Geburtsdatum:

Gesamtpreis: **Beste Platzwahl: € 8.50**
Loge: € 8.00

Ich stimme der Event Sales Datenschutzerklärung zu.

price: € 8.50
data: basics

Cine Sales

Name:

Email:

Geburtsdatum:

Telefon (mobil):

Gesamtpreis: **Beste Platzwahl: € 8.00**
Loge: € 8.00

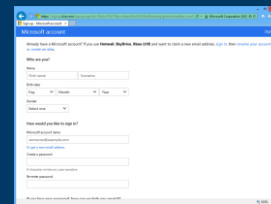
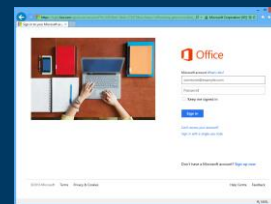
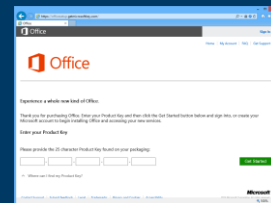
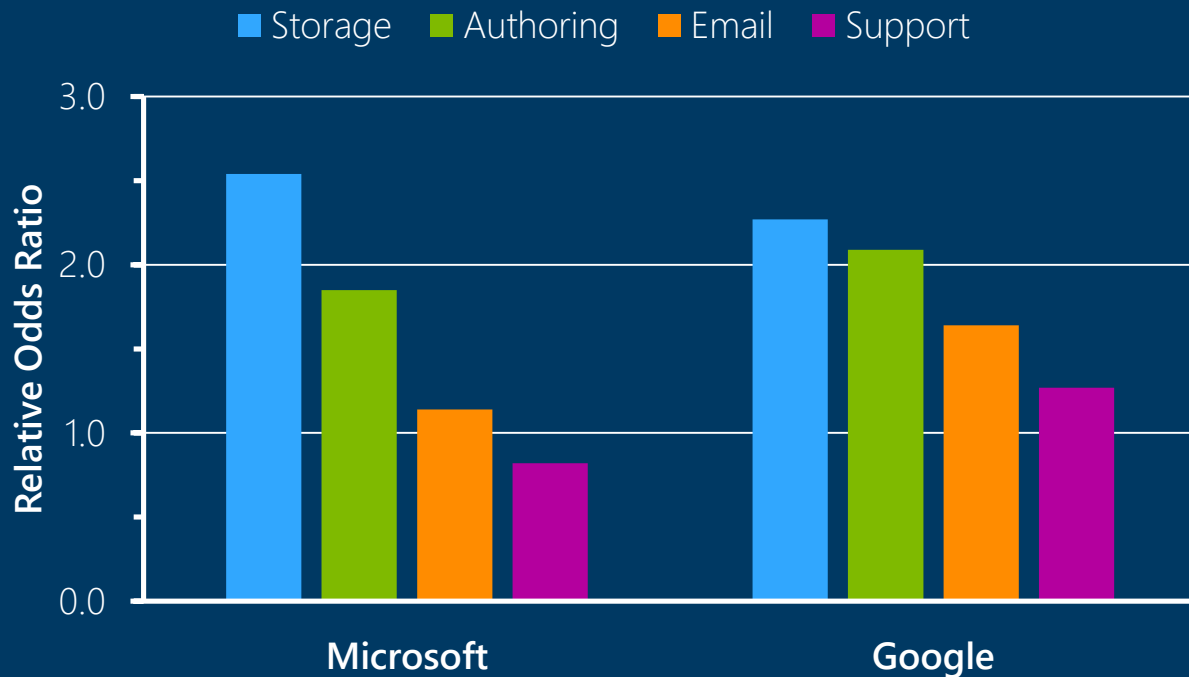
Ich stimme den Cine Sales AGB zu.

Ich stimme der Cine Sales Datenschutzerklärung zu.

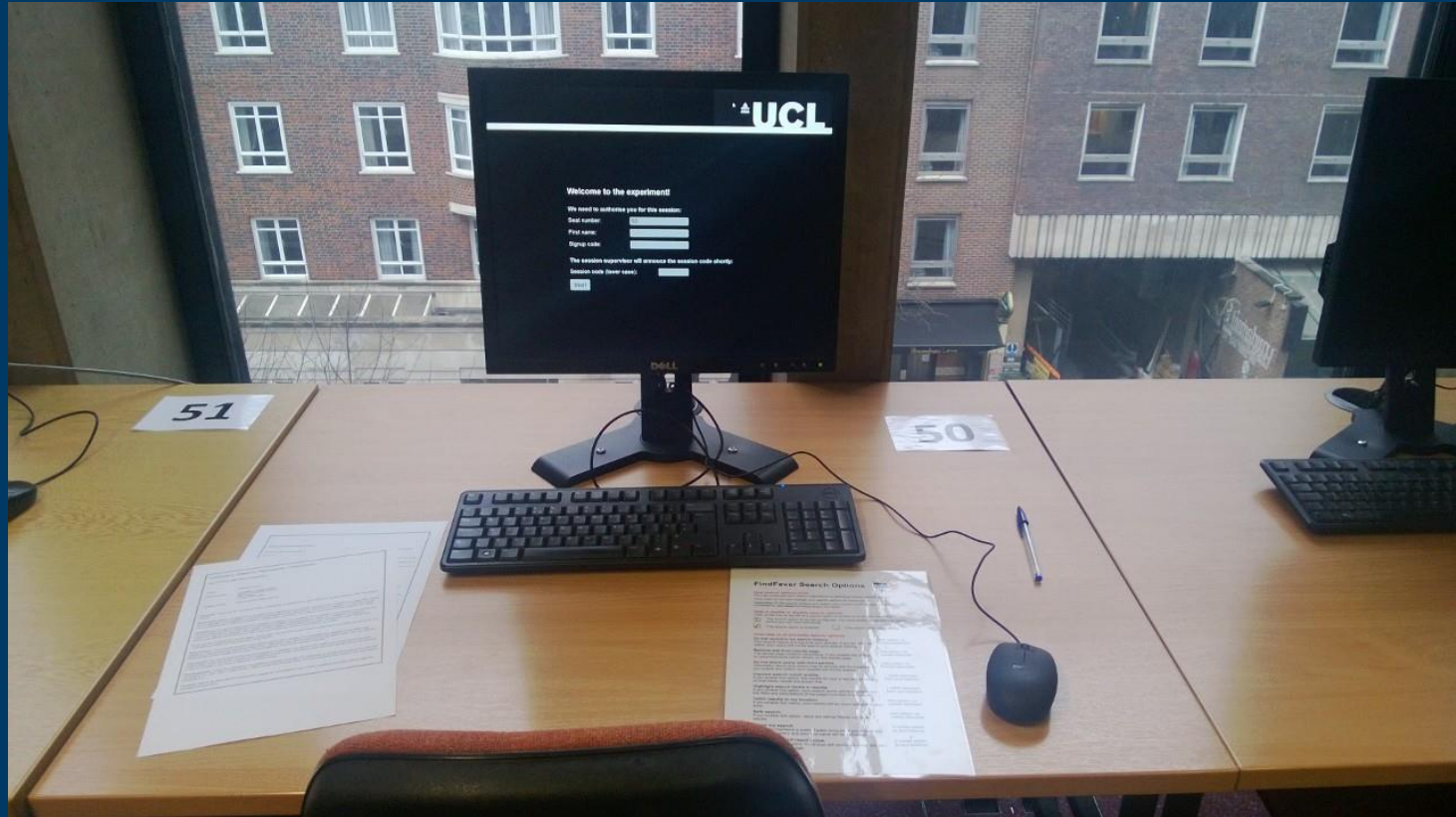
price: € 8.50
data: basics

price: € 8.00
data: basics + tel.

Sign-up or give-up: 2 billion sessions



Value of privacy in Web search



Free and payable search options

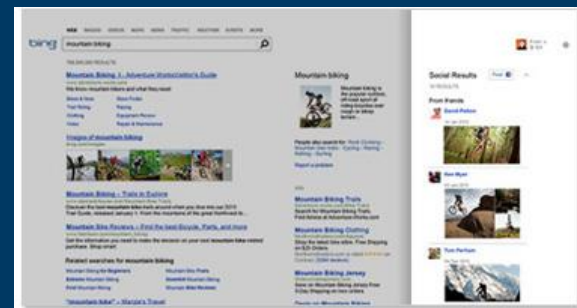
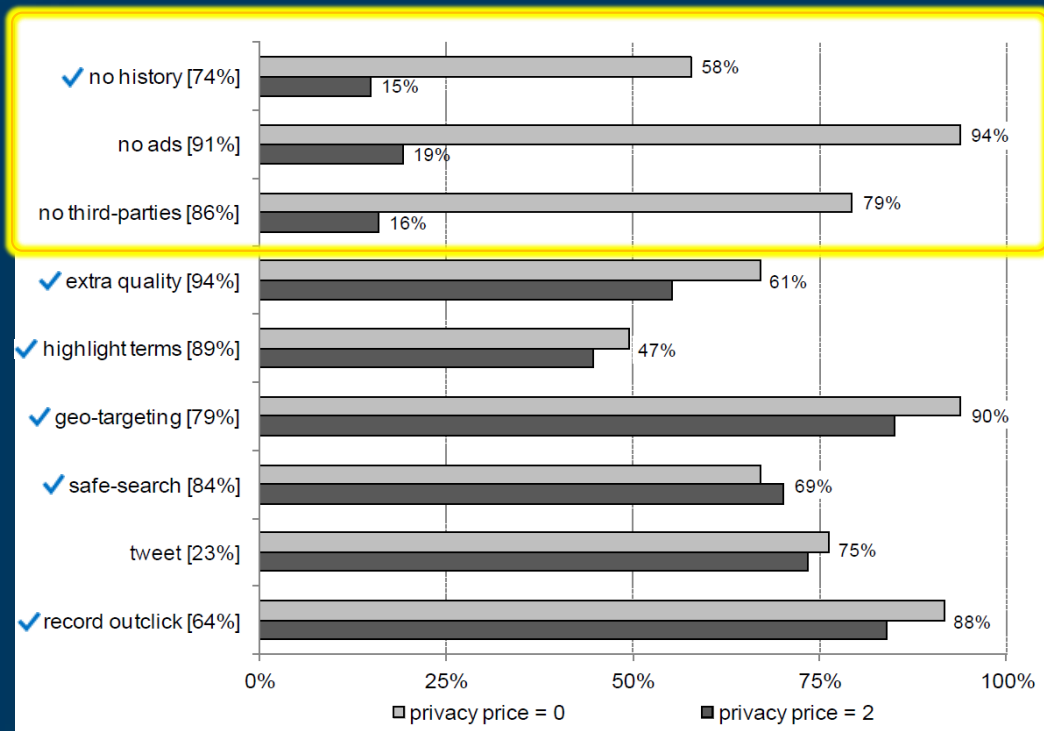
Enhance your search experience for this query:

- | | | |
|-----------------------------------------------------------------|------------------|-----------------|
| <input type="checkbox"/> Do not record in my search history. | 2 credits | free |
| <input type="checkbox"/> Remove ads from results page. | 2 credits | free |
| <input type="checkbox"/> Do not share query with third parties. | 2 credits | free |
| <input type="checkbox"/> Improve search result quality. | 1 credit | 1 credit |
| <input type="checkbox"/> Highlight search terms in results. | 1 credit | 1 credit |
| <input type="checkbox"/> Tailor results to my location. | free | free |
| <input type="checkbox"/> Safe search. | free | free |

Get extra credits added to your balance:

- | | | |
|----------------------------------------------------------|-----------------------|------------------|
| <input type="checkbox"/> Tweet my search. | earn 2 credits | 2 credits |
| <input type="checkbox"/> Record on which result I click. | earn 2 credits | 2 credits |

Paying for privacy in Web search



Sensitive queries:

- tweeted less often
- excluded from history more often

Significant willingness to pay for privacy



Value of personal data puts price on privacy.

Web users volunteer personal information.

Fairness drives disclosure and truthfulness.

Privacy as a competitive advantage in retailing: profitable niche.

Users demand privacy in online services.

