



# WHAT IS PERSONAL IN SEARCH: THE ECONOMIC VALUE OF PERSONAL DATA

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# The new 'currency'

*Personal information used to enrich search:*

- Building block of Internet activities
- Information goods + products/services

*Companies dependent on users profiles*

- Rely on third parties to know consumers' preferences
- Search as info good generates value over indexing role
- Success: personalized searches, personalized ads
- Personal info has economic value (to be defined)

# Data disclosure

*Users disclose increasing amount of data*

- **Different purposes and contexts (SNS)**

Eurobarometer 359/2011: > 1/3 of EU citizens use SNS

- **Contexts integrated and connected**

Integration cross-service, cross-platform, cross-device

- **Search functionalities (web, mobile com, SNS)**

Relevance of personal information flow

Optimization of costs/benefits leads to zero privacy

# Challenges to the EU DP legal framework

*EU framework: strict rules on data protection*

- **Possible legal barriers to innovation in search**
- **Difficult to implement: inadequate safeguards**
- **Excessively burdensome (consent, data min, etc.)**
- **Restrain users from socio-economic benefits**
  
- **How users benefit from data disclosure?**  
*Pilot project on Economic of Personal Information (IPTS+ UPM)*

# Strictly-privacy v zero-privacy world

*Proposal for a Regulation on DP (2012):*

- **Minimum standards, PIA, controlled BCR**

*How EU can conciliate fundamental rights approach with market-driven one?*

*Possible techno-economic innovation with a more flexible data protection regime?*

# User empowerment?

*New governmental regulatory action?*

- **Hoofnagle & Whittington: tailored consumer protection**

*Solution emerging from the market?*

- **Market of PD management (*data lockers*)**

*Industry self-regulation?*

- **Do Not Track policies (U.S.)**

*Technological remedies*

- **Controlled disclosure (privacy + quality of search)**

## **User empowerment: control & profit**

*EcoPI: Topic relevant for the future of Search*

*Consumer protection to be rethought*

- **Challenges and specificities of cloud computing**
- **Adopt propriety rights over personal data (as asset)?**

*More nuanced (less prohibition-based) regime*

*Incorporate the idea of economic value of PI into EU approach*

***Thank you***

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