The Value of Privacy

Sören Preibusch
Companies create value from data

Preibusch: Big Data, Small Money, No Privacy? (digma, 2013)
High prevalence of voluntary disclosure

Malheiros, Preibusch, Sasse: The impact of perceived effort, fairness, relevance, and sensitivity on personal data disclosure (TRUST 2013)
Measuring the value of privacy

Sign-up or give-up: 2 billion sessions

Malheiros & Preibusch: Sign-Up or Give-Up: Exploring User Drop-Out in Web Service Registration (SOUPS 2013)
Value of privacy in Web search
Free and payable search options

Enhance your search experience for this query:

- [ ] Do not record in my search history. 2 credits | free
- [ ] Remove ads from results page. 2 credits | free
- [ ] Do not share query with third parties. 2 credits | free
- [ ] Improve search result quality. 1 credit | 1 credit
- [ ] Highlight search terms in results. 1 credit | 1 credit
- [ ] Tailor results to my location. free | free
- [ ] Safe search. free | free

Get extra credits added to your balance:

- [ ] Tweet my search. earn 2 credits | credits
- [ ] Record on which result I click. earn 2 credits | credits
Paying for privacy in Web search

Sensitive queries:
- tweeted less often
- excluded from history more often

Preibusch: The value of privacy in Web search (WEIS 2013)
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.