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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