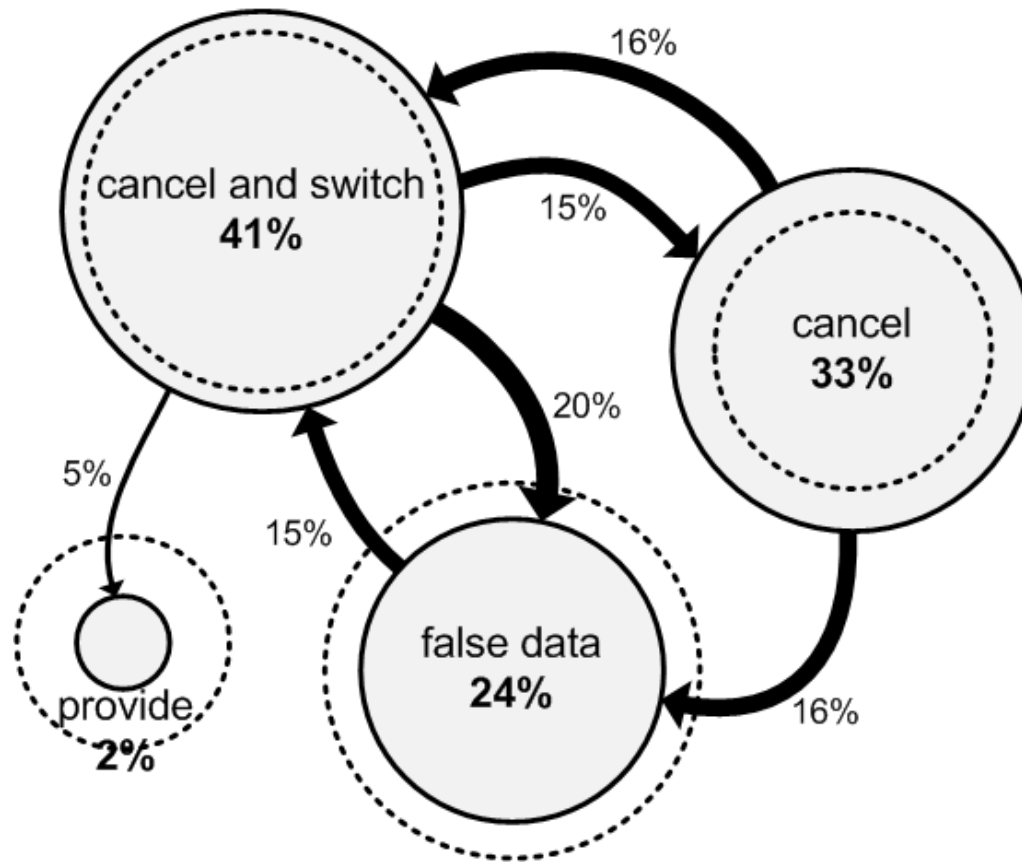


Consumers' privacy decision-making

Sören Preibusch

Intended reaction towards excessive data collection



(first and second choices)

Privacy Policy Negotiations

- **Privacy policies as individualised agreements**

- ▬ ongoing choice amongst **service alternatives**
- ▬ incentivised by **rewards and stimuli**

- **Privacy design as a competitive advantage**

- ▬ turn privacy into profits?
- ▬ market equilibria?

privacy-negotiations.de

Significantly better market performance

- **Privacy score** increases with

- = Alexa rank

- = user count

- = age of site

- = growing market share

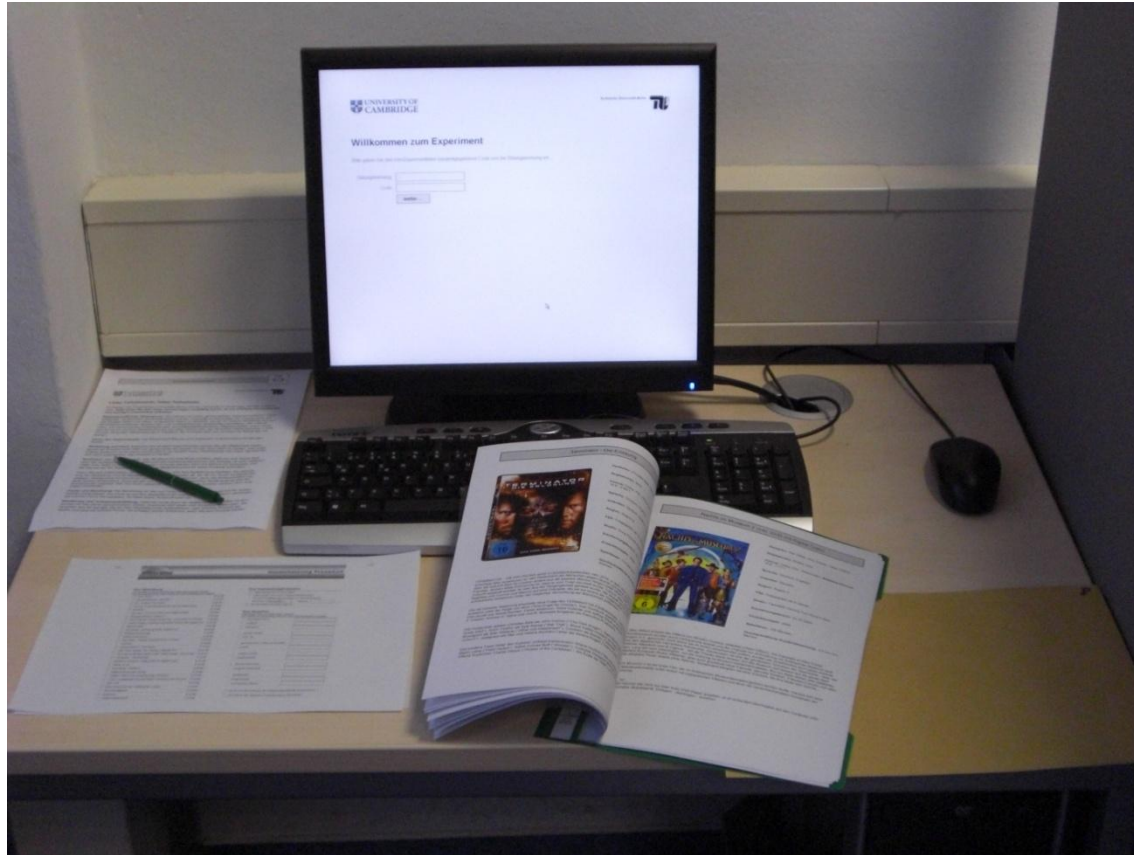
- **P3P deployment** more often on large sites

Bonneau & Preibusch: “Privacy Jungle”


Laboratory experiment (TU Berlin, Dec. 2009)



At the participant's desk



Order forms


Cologne Branch

Your Order

I would like to order the free-delivery products marked below. I will receive an additional €7 discount today from the given prices.

- Gran Torino € 12,95
- Hannah Montana - Der Film € 17,95
- 24 - Season 7 (6 DVDs) € 44,95
- Ice Age 3: Die Dinosaurier sind los (& Digital Copy) € 10,95
- Illuminati € 15,95
- Ice Age 1, 2 & 3 (3 DVDs, inkl. Digital Copies) € 22,95
- Stargate Atlantis - Season 5 € 37,98
- David Garrett - David Garrett Live - In Concert & in Private € 19,95
- X-Men Origins: Wolverine (Extended Version inkl. Digital Cop € 17,95
- Mamma Mia! € 10,95
- Stromberg - Die Bürographie (Staffel 1-3) € 23,95
- Schöne Bescherung € 10,95
- Selbst ist die Braut € 20,95
- Star Wars - Trilogie, Episode I-III € 27,95
- Australia € 12,95
- Transformers 2 - Die Rache € 17,95
- Star Wars Trilogie: Der Anfang - Episode I-III € 27,95
- Two and a Half Men: Mein cooler Onkel Charlie - Die komplet € 12,97
- Terminator - Die Erlösung € 11,97
- Nachts im Museum 2 (inkl. DVD mit Digital Copy) € 17,95
- Marley & Ich € 12,95
- Stromberg - Staffel 4 € 30,95
- Willkommen bei den Schtis € 15,95
- Twilight - Bis(s) zum Morgengrauen (2 DVDs) € 17,95
- Loriot - Vollständige Fernseh-Edition ((6 DVDs) inkl. 50 noch € 32,95
- Star Trek € 17,95
- Harry Potter und der Halbblutprinz (1 Disc) € 15,97
- Slumdog Millionär € 16,95
- Hangover € 12,95
- Krabat (Einzel-DVD) € 12,95

Delivery Choices

nine-day postal delivery

four-day postal delivery (quick delivery)

For the quick delivery we need your identification details:

Document: Number:

Gift-wrapped (plus €3)

Your Details

Required fields are marked with an asterisk.
You can pay by direct debit or in cash to the experiment supervisor.

Sex (m/f)

Surname

First name

Given name

Street, House number

Postcode

City

User name (newly self-chosen)

* Email

Telephone (mobile)

Year of Birth

* Favorite color

Hobbies, Interests


Sort Code

Account number

Account holder (name)

I agree with the Terms and Privacy Policy. »

I would like to subscribe to the SilverDisc Email Newsletter.


Frankfurt Branch

Your Order

I would like to order the free-delivery products marked below. I will receive an additional €7 discount today from the given prices.

- Gran Torino € 11,95
- Hannah Montana - Der Film € 16,95
- 24 - Season 7 (6 DVDs) € 43,95
- Ice Age 3: Die Dinosaurier sind los (& Digital Copy) € 10,95
- Illuminati € 15,95
- Ice Age 1, 2 & 3 (3 DVDs, inkl. Digital Copies) € 21,95
- Stargate Atlantis - Season 5 € 36,98
- David Garrett - David Garrett Live - In Concert & in Private € 18,95
- X-Men Origins: Wolverine (Extended Version inkl. Digital Cop € 15,95
- Mamma Mia! € 9,95
- Stromberg - Die Bürographie (Staffel 1-3) € 22,95
- Schöne Bescherung € 9,95
- Selbst ist die Braut € 19,98
- Star Wars - Trilogie, Episode IV-VI (3 DVDs) € 26,95
- Transformers 2 - Die Rache € 17,95
- Star Wars Trilogie: Der Anfang - Episode I-III € 26,95
- Two and a Half Men: Mein cooler Onkel Charlie - Die komplet € 11,97
- Terminator - Die Erlösung € 10,97
- Nachts im Museum 2 (inkl. DVD mit Digital Copy) € 16,95
- Marley & Ich € 11,95
- Stromberg - Staffel 4 € 29,95
- Willkommen bei den Schtis € 14,95
- Twilight - Bis(s) zum Morgengrauen (2 DVDs) € 16,95
- Loriot - Vollständige Fernseh-Edition ((6 DVDs) inkl. 50 noch € 31,95
- Star Trek € 16,95
- Harry Potter und der Halbblutprinz (1 Disc) € 14,97
- Slumdog Millionär € 15,95
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Street, House number

Postcode

City

User name (newly self-chosen)

* Email

Telephone (mobile)

Year of Birth

* Monthly salary

Hobbies, Interests

Sort Code

Account number

Account holder (name)

I agree with the Terms and Privacy Policy. »

I would like to subscribe to the SilverDisc Email Newsletter.

price: 8.95
data: fav. colour

price: 8.95
data: income

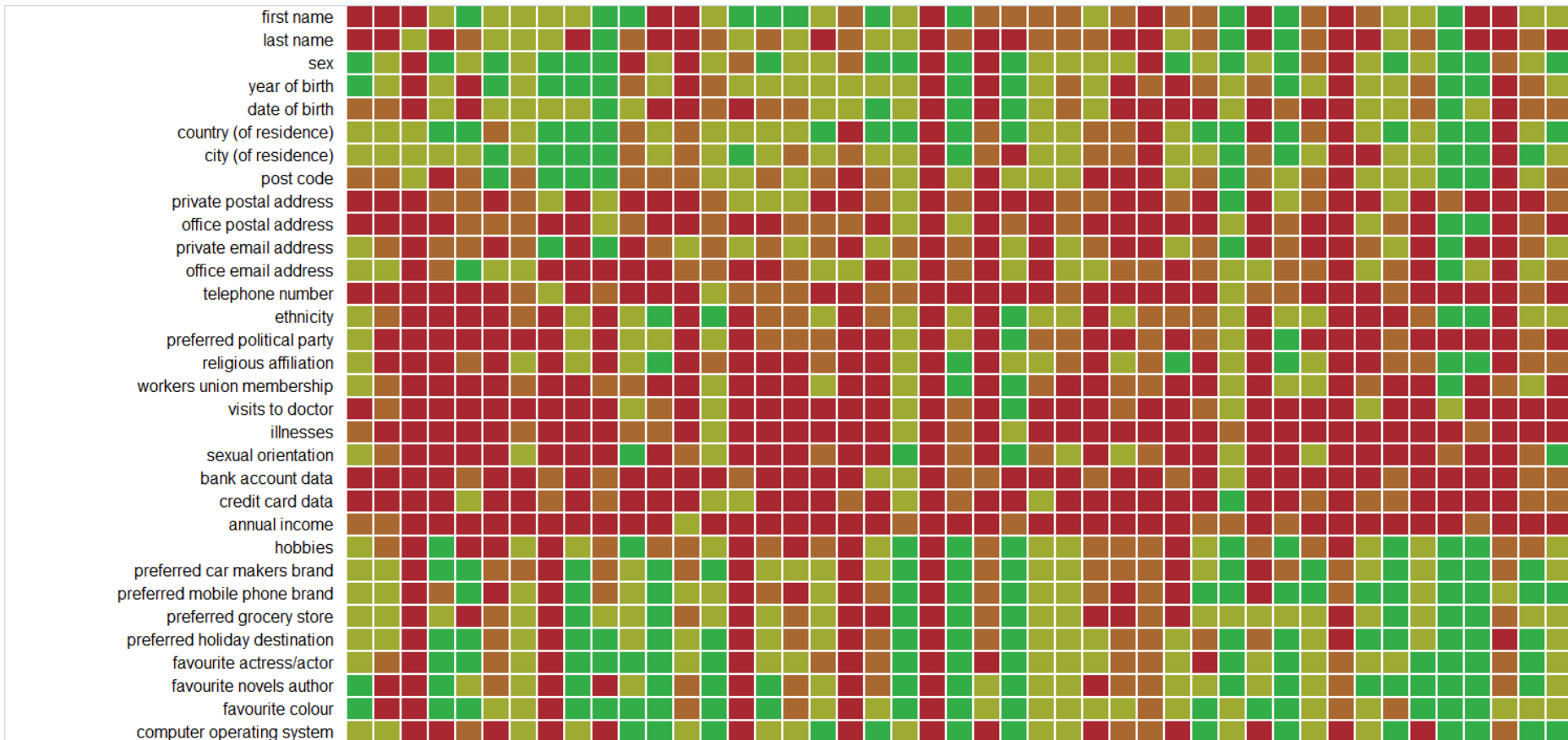
price: 7.95
data: income

control
treatment

Purchase decisions per treatment

	all	buyers	Col	Fra	
control	113	32	17	15	equal price
treatmt.	112	42	3	39	diff. price
total	225	74	'moderate'	'sensitive'	

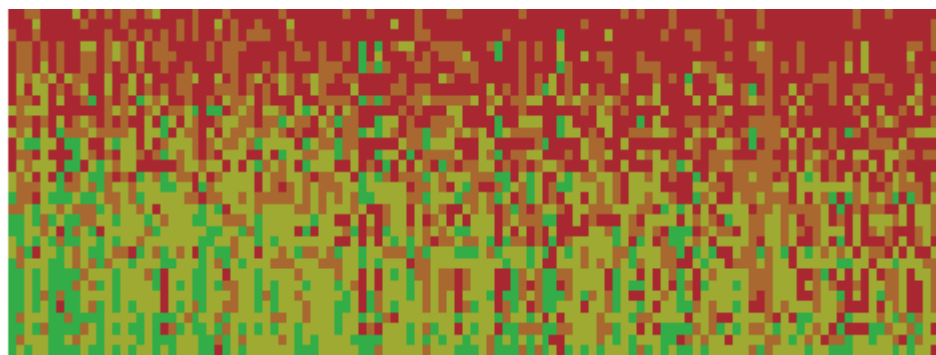
Willingness to reveal data items



■ low willingness ... ■ high willingness to provide data item

Cronbach's $\alpha = 0.91$

Willingness to reveal data items



pragmatic majority?

$N = 225$

Take-home message



Valid experiments reveal users' privacy decision-making.

Thank you very much.

Questions and comments

are welcome and highly appreciated.

preibusch.de