

The Value of Privacy

Challenge:

- How to quantify and compare privacy loss vs. benefits of data use?
- How to compensate for the use of sensitive data?
- How should personal data be traded? Sold?

Solution:

- New technical tools for eliciting sensitive data
- New analyses showing subtlety of privacy-utility tradeoffs: *more* privacy may actually *hurt* the consumer



Scientific Impact:

- Enabling better formal reasoning about privacy-utility tradeoffs
- Expanding the toolkit of provably private data analyses

Broader Impact:

- Privacy policy must take into account the strategic interests and behaviors of the relevant players--- people and corporations will *react* to policy