

Data Sharing and Trading

A few comments

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Agenda

Zooming in

Zooming out

The dynamic perspective



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Zooming in



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The challenges of personal data “markets”

- excessive information and decision cost
- lack of bargaining power
- context dependence of valuation
- data correlation
- really too little money?



Potential unintended consequences and enforcement challenges

- more tracking to detect circumvention/multiple user/multiple devices?
- incentive to spend more time online?
- GDPR already prescribes much of this
- distinction between functionally necessary and optional data hard to make and monitor



Zooming out



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What is the value of intermediaries?

- monetary rewards vs. more privacy
 - effective enough at preserving privacy i.e. creating spaces for social experimentation?
- who gets how much? Is paying intermediaries for tracking-free option the best outcome?
 - additional layer in the web stack that needs to be paid for

The dynamic perspective



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What is the value of adtech anyway?

- the current market value is not a good measure
 - wasteful advertising, even more so when personalised
- can regulation further cement the importance of (personalised) ads for the web ecosystem?

Can we regulate data differently?

- put data to best use: abandon quasi-exclusivity over data → open (anonymised) data as presumption
- allow value-creating data use, prohibit value-destroying data use
 - economics to play key role, but always false positives/negatives

Thank you!



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