

Voluntary Disclosure and Personalized Pricing

S. Nageeb Ali
Penn State

Greg Lewis
MSR

Shoshana Vasserman
Stanford GSB

Data and Privacy: 3pm-5pm EST on July 15, 2020

EU data protection rules

Stronger rules on data protection mean **people have more control over their personal data** and businesses benefit from a level playing field.

*“Privacy is not the opposite of sharing—rather, it is **control** over sharing.”*

– Acquisti, Taylor, and Wagman (2016)

motivating inquiry

When consumers can choose what to verifiably disclose to the market:

Do they benefit from personalized pricing?

Firms infer based on both what is disclosed and what isn't disclosed.

Monopolist: All consumers can be better off with evidence that allows for partial disclosure.

Competitive Markets: Disclosure amplifies competition, so consumers better off even with simple disclosure.

Would you like to learn more? Come to our talk. 😊