

Personal Data and Competition

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There are issues with personal data, ownership and rights ...

but this talk will focus on competition issues.

I'm just very worried that with Internet privacy, we're doing the same thing we're doing with medical records, we're throwing out the baby with the bathwater. We're not thinking about the tremendous good that can come from people sharing the right information with the right people in the right ways.

Larry Page

Our business model is very straightforward: We sell great products. We don't build a profile based on your email content or web browsing habits to sell to advertisers. We don't "monetize" the information you store on your iPhone or in iCloud. And we don't read your email or your messages to get information to market to you. Our software and services are designed to make our devices better. Plain and simple.

Tim Cook

Find out what
people want



Supply it
to them

Find out what
people want

Imitation

Sampling

Experiments

Correlation

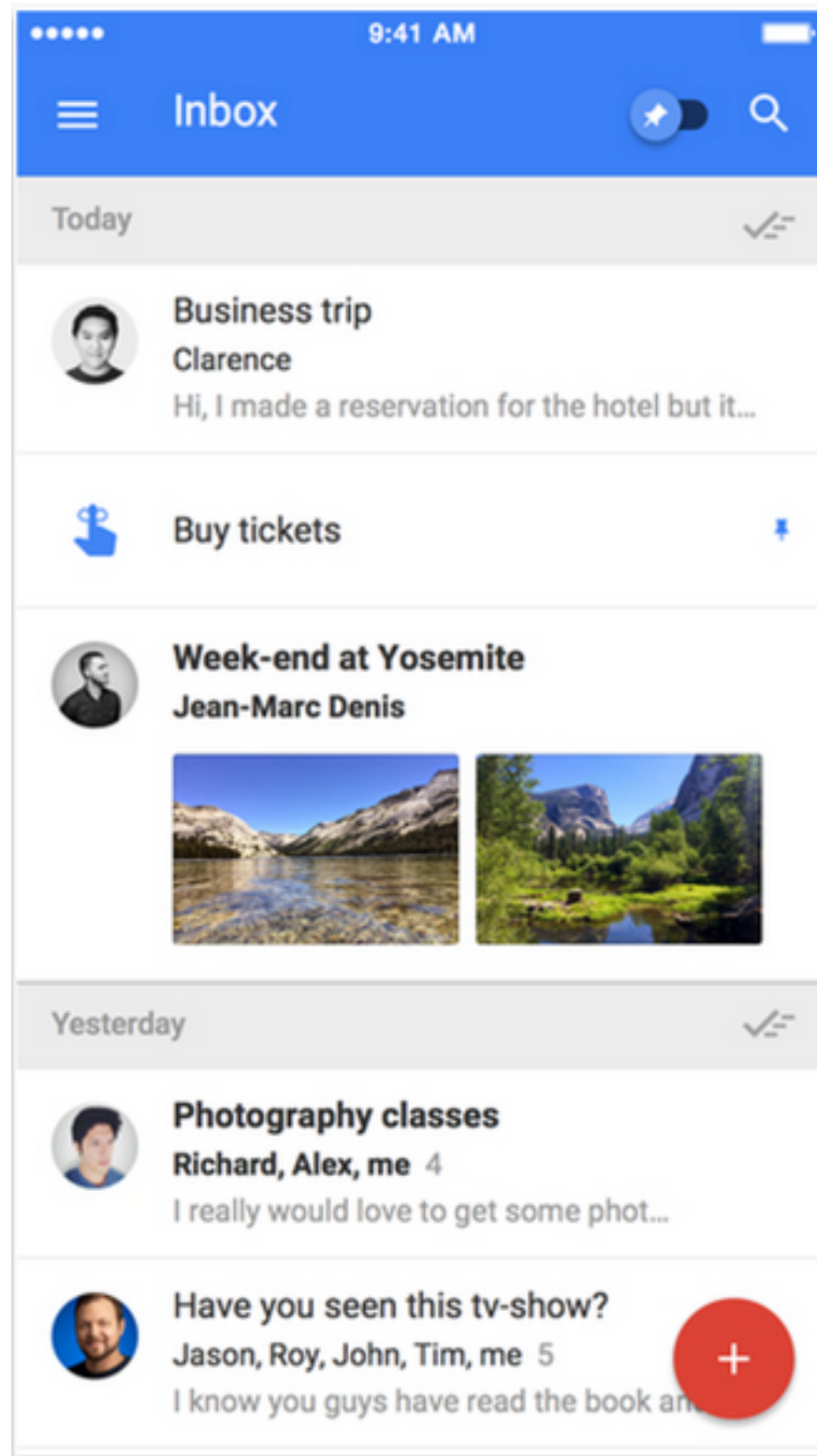
Find out what
people want




Supply it
to them

Supply it
to them


Learning




9:41 AM



Some news about your move?
Roy, me 19
Yes it was a good find, we hope to be able ...





Travel
Virgin America, Zipcar, Hertz




Virgin America 1231

SFO-JFK Jan 13, 8:23 AM

 Check In





Updates 1 new
Jean-Marc, Bhavik, Trevor, Jason 9




Coffee and pie

Sept 9, 9:00 AM - 11 AM


 Yes Maybe No




Surf in USA
John, Alex, Keith, me 24
I really liked the documentary you just sent...



Promos
Groupon, J.Crew, Coupons, Gilt 31



New projects from Google
Debra, me 12
Yes it was a good find, I hope to be able ...



Supply it
to them

Learning

Find out what
people want

Correlation

Algorithm

Supply it
to them

Learning

Data

Find out what
people want

Supply it
to them

Correlation

Learning

Algorithm

Data

Product

Big Data



Algorithm

Data

Personal Data



Product

Who is the product
designed for?



Marginal consumer
High margin consumer



Average consumer
Data buyer



“The question then is how do you give people a reason to keep money in the system. That’s why we created a PayPal debit card. It’s a little counterintuitive, but the easier you make it for people to get money out of PayPal, the less they’ll want to do it.”



The same is true for personal data.

Competition tends to ...

reduce **DISTORTIONS**

To forestall entry, incumbents will want to restrict access to non-distorted elements.

Incumbents selling data will want to restrict data

Incumbents not selling data will want to restrict algorithms

Credit card companies will not restrict aggregated
data analysis ...

but will restrict data flow.

Netflix Kills Off Its Public API, Takes A Few Apps Down With It

Posted Nov 16, 2014 by [Greg Kumparak \(@grg\)](#)

1,890         



Are you a developer? Do you have a brilliant idea for the next Netflix-powered app?

Too bad!

Netflix's public API is now dead. If you've previously built something that tapped Netflix for its data, it's probably dead now too.

ADVERTISEMENT



CrunchBase

Netflix

FOUNDED
1997

OVERVIEW

Netflix is an online television news in the internet delivery of TV show

LinkedIn restricts API usage

[Joab Jackson](#)

IDG News Service

Feb 12, 2015 2:30 PM  

LinkedIn is restricting access to most of its application programming interfaces (APIs) to companies that have struck up partnerships with the social networking company.

"Over the past several years, we've seen some exciting applications from our developer community. While many delivered value back to our members and LinkedIn, not all have," wrote Adam Trachtenberg, director of the LinkedIn developer network, [explaining in a blog post the change in the company's API policy](#).

Starting May 12, LinkedIn will only offer a handful of its APIs for general use, namely those that allow users and companies to post information about themselves on the service. After then, only companies that have enrolled in LinkedIn's partner program will have API access. Samsung, WeChat, and Evernote have already struck such partnerships.

Currently, the social networking service offers [a wide range of APIs](#), which allow third-

Twitter Chokes Off Meerkat's Access To Its Social Network

Twitter cut off Meerkat's viral lifeline — the social graph.

posted on Mar. 13, 2015, at 10:14 p.m.



[Mat Honan](#)

BuzzFeed News San Francisco
Bureau Chief



GOOGLE RESTRICTS MAPS API USAGE

Earlier this year Google announced it was going to apply costs and limitations to the Maps API — that time has come

 Google, Google API, Google Maps

Undoubtedly one of Google's most popular and useful API's is Google Maps.

- Services that provide targeted ads are not selling personal data.
 - They are selling an algorithm that allows ads to be matched with people based on ‘session’ information.
- One browser can have multiple ad networks
- Social networks often have just one.
 - Thus, if these services have market power, they will optimize the consumer-product algorithm but care less about the quality of consumer data gathered.
 - Entrants will want access to the algorithm but won’t have it — only data (e.g., Facebook Connect)

Email and calendar services will not restrict
individual data flow ...

but will restrict access to algorithms.

FOLDERS



Inbox

(14)



Sent



Trash



SaneLater (225)



SaneBlackHole

Twitter Update

Here's what's trending on Twitter this week. 5 of your tweets were...

Annoying Marketer

Presistent marketer
who won't stop emailing

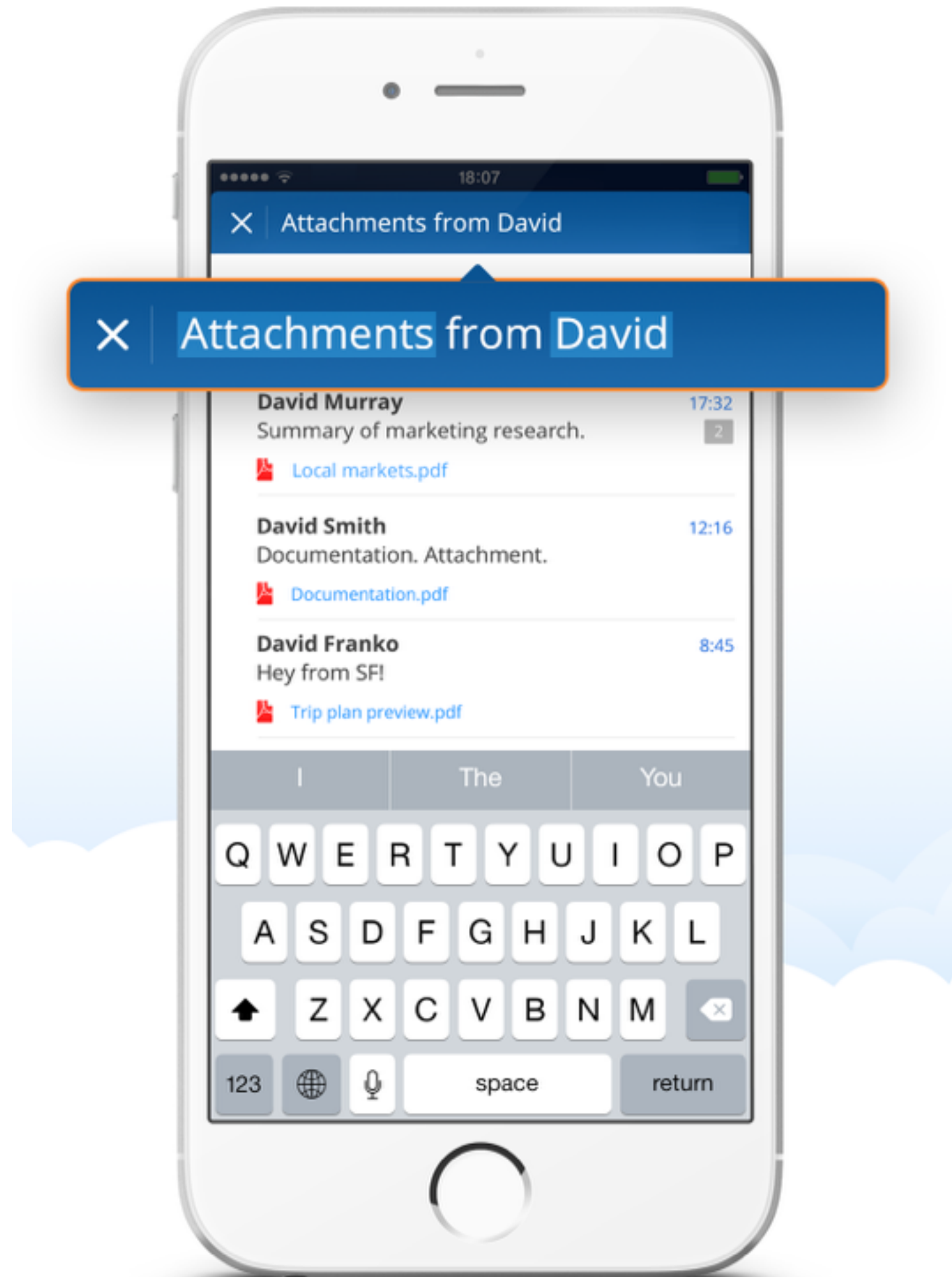
Newsletter

Your weekly newsletter update.
[Click here to see the best news...](#)

Facebook Notification

Your friend John Doe mentioned
you in a post: "Are you in the pic..."







MEETING WITH BILL JONES IN 5 MINUTES



Bill Jones

CEO AT ABC CORP



BREAKING COMPANY NEWS

ABC Corp releases brand new product

on NYTimes 1 day ago



BLOG POSTS FROM BILL

How we choose our business partners

by Bill Jones 2 weeks ago



COMMON CONNECTIONS



Sarah Ashwell



Tom Smith



THE COMPETITION

His competitors grew 45% faster than his company in the past 3 months.



COMMON PASSIONS



World Travel



The Chicago Cubs



Skiing



COMPANY STATS

They have 77 employees (▲ 24%) They've raised \$32m in Venture money



salesforce



Entry barriers

Use of scale to develop better algorithms

Personal data history for switching costs

Glimmers of hope

Stale data

Data errors

Selection effects