



People Won't Pay for Privacy

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Motivation

- 3 Years at Zero Knowledge Systems
- Freedom Network didn't succeed
 - Problems was sales, not law enforcement
 - LE moved from scared to a customer
- Not enough remailers, privacy services
- Some potential operators are scared
- Share learning
- See more privacy technology deployed



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People Won't Pay for Privacy

- Wrong Conclusion
- People won't pay for things they don't understand:
 - The problem a product solves
 - The way it solves it
- Freedom Network had both those issues
 - People were amazingly excited by the idea



Privacy is Very Complex

- Includes Spam, ID theft, cookies, right to be left alone, informational self-determination, “lie and get away with it,” and abortion
- Includes unobservability, untracability, data protection
- People pay for curtains, unlisted phone #s, and swiss bank accounts



Privacy means too much

- The word has too many meanings
- People use it sloppily
- The result is confusion over what people want and will pay for



Work in Progress

- Privacy and Economics
 - (Relates to security and economics)
- Breaking down “Privacy”
 - (Avoiding the word)
 - Understand how to sell it
- Analyzing risk assignment in ID systems
- Lots of ideas, looking for collaborators
 - Academic or other venues for publication