

BROOKINGS

ITU-D Workshop on the Economic Value of the Usage of Personal Data

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Geneva – 17 April 2024

OVERVIEW

“Why industrial players do not compensate individuals on the use of their data”

OR

Why focusing on monetization of personal data is not the right approach

Data is not “the new oil”

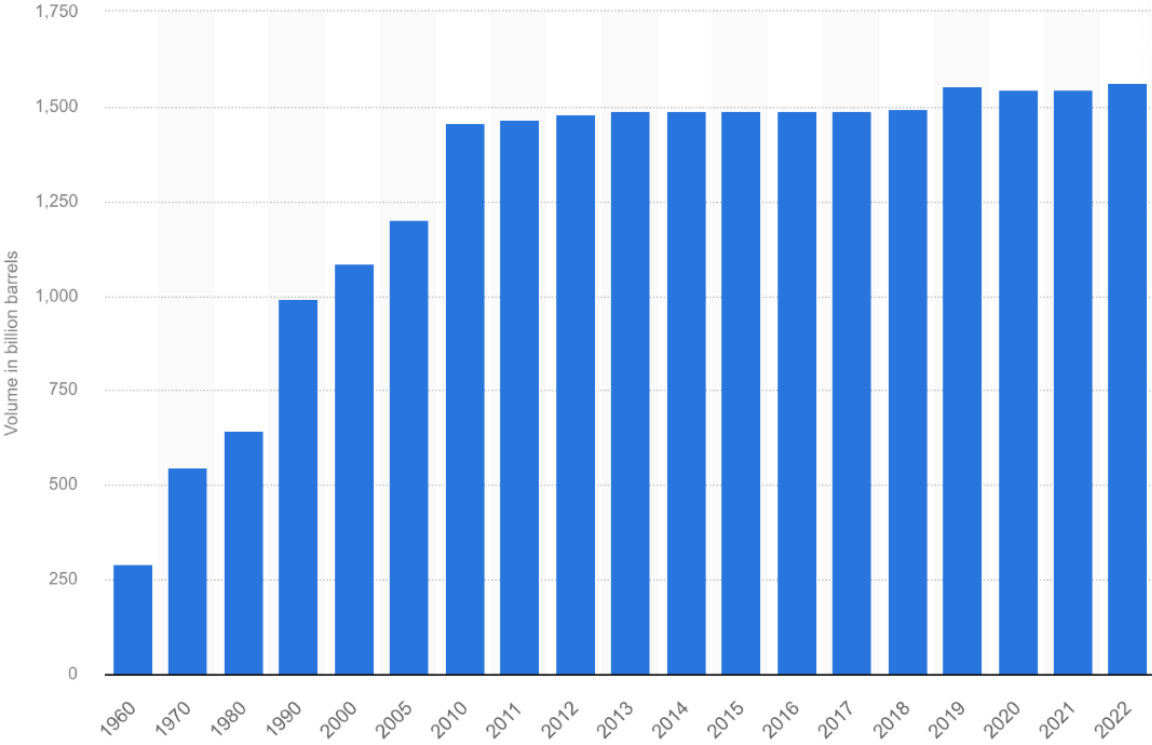
Leaders | Regulating the internet giants

The world's most valuable resource is no longer oil, but data

The data economy demands a new approach to antitrust rules

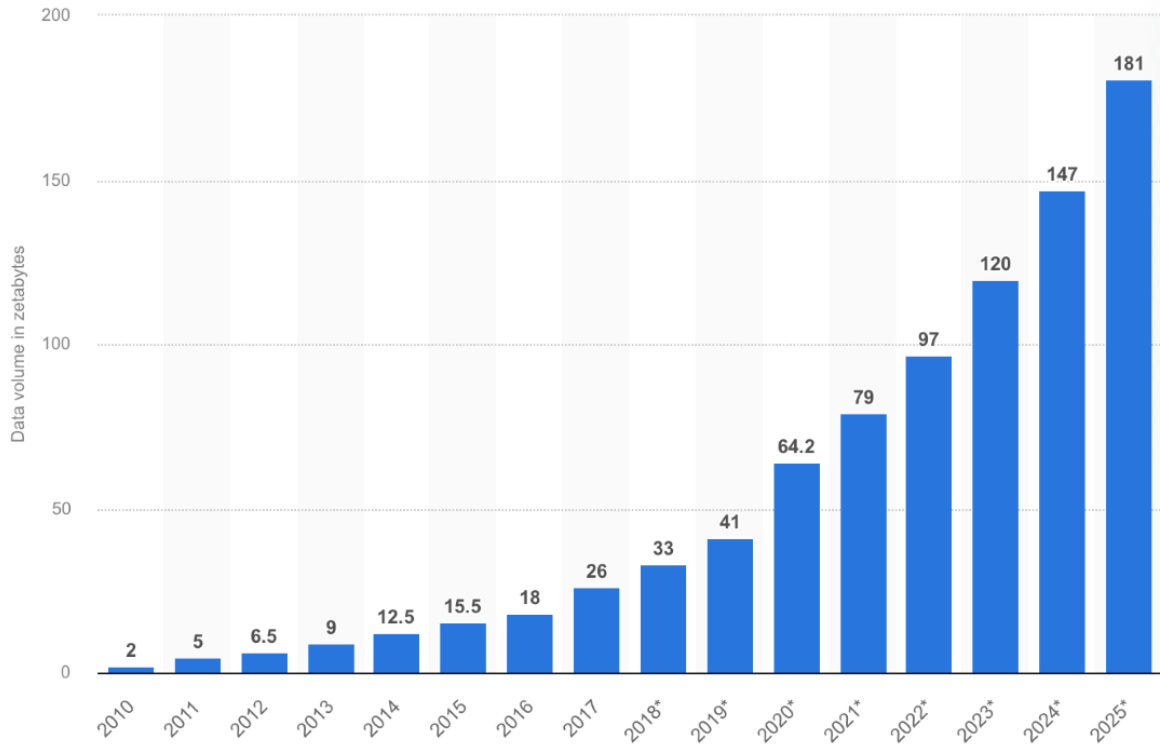


Proved crude oil reserves worldwide in select years from 1960 to 2022 (in billion barrels)



Statista, 2023, Statista Research Department, <https://www.statista.com/statistics/236657/global-crude-oil-reserves-since-1990/>

Volume of data/information created, captured, copied, and consumed worldwide from 2010 to 2020, with forecasts from 2021 to 2025 (in zettabytes)



Statista, 2021, Petroc Taylor, <https://www.statista.com/statistics/871513/worldwide-data-created/>

THE COMMODIFICATION OF INALIENABLE FUNDAMENTAL RIGHTS

“The inherent dignity and the equal and inalienable rights of all members of the human family.”

UN Universal Declaration of Human Rights



“They are endowed by their Creator with certain inalienable rights.”

US Declaration of Independence



“Indivisible, universal values of human dignity, freedom, equality, and solidarity”

EU Charter of Fundamental Rights



“Fundamental human rights stem from the attributes of human beings.”

African Charter of Human and People’s Rights

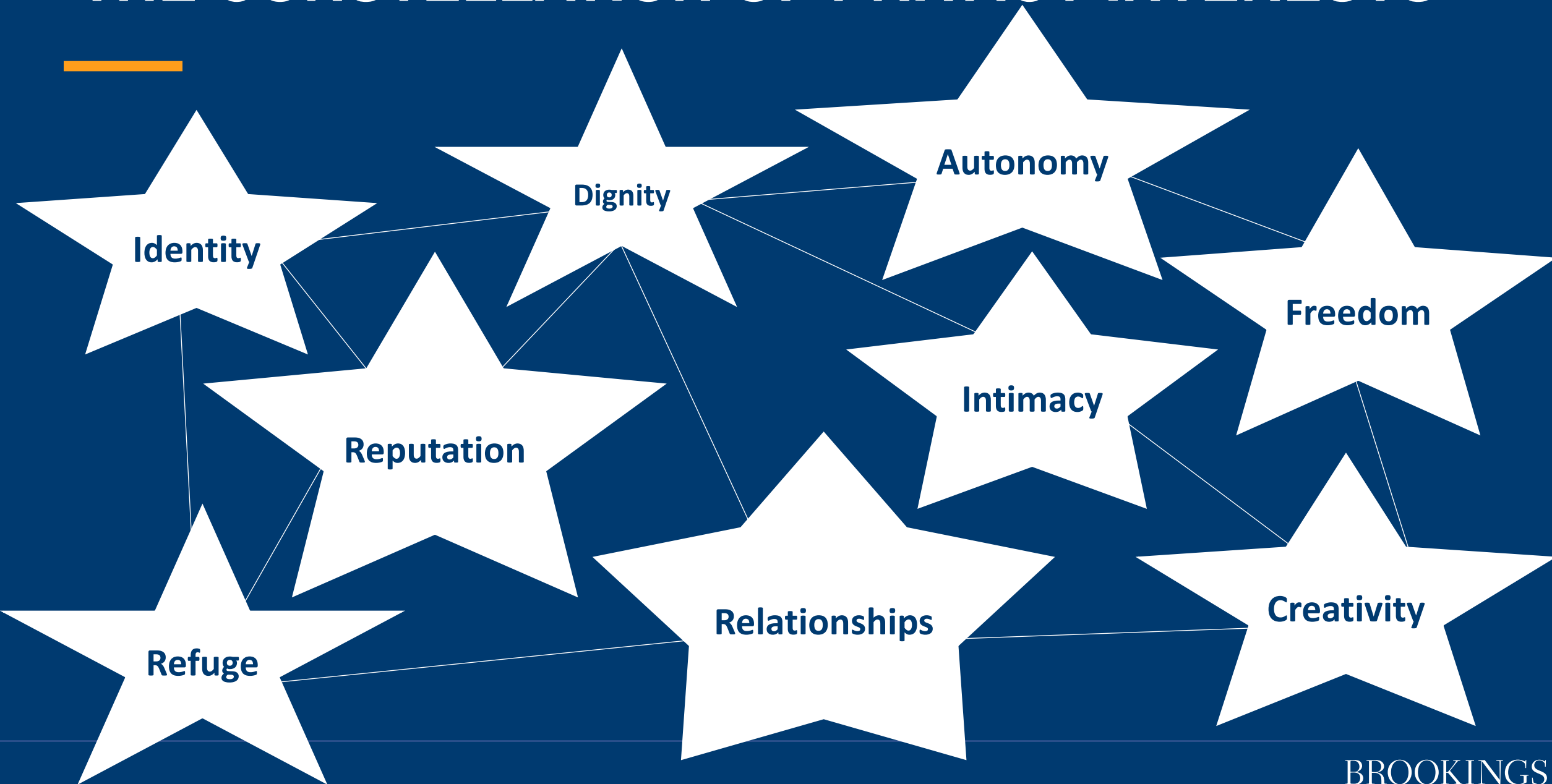


“Natural rights are inalienable because they are inseparable from the human personality.”

Supreme Court of India (Dr. D.Y. Chandrachud, J.)



THE CONSTELLATION OF PRIVACY INTERESTS



OWNERSHIP IS NOT A WORKABLE SOLUTION FOR INDIVIDUALS OR SOCIETY

- Implementing data pricing and payments across borders is an insurmountable task that presents a risk to personal data
 - The global cross-border e-commerce market was [estimated](#) at \$2.7 trillion in 2023, with the US contributing the most of any country
 - Multiple entrances to cross-border data systems can provide opportunities for data breaches
 - Patchwork regulations on cross-border data transfer is a significant problem, particularly as geopolitical tensions rise

HOW MUCH IS PERSONAL DATA WORTH?

- Personally identifiable data can be purchased for several cents per person, with general information as cheap as \$0.0005 per person:

Demographic		Cost for Data Per Person	Percentage of Population
Sex Assignment	Male	\$0.15	48.59%
	Female	\$0.14	51.41%
Age	Age 18-24	\$0.36	11.92%
	Age 55+	\$0.05	32.33%
Ethnicity	Middle Eastern	\$0.62	1.21%
	Hispanic	\$0.01	8.09%
Family Annual Income	\$40,000-\$49,999	\$0.02	4.94%
	\$120,000-\$149,999	\$0.33	1.84%

Invisibly; <https://www.invisibly.com/learn-blog/how-much-is-data-worth/>

SOCIETAL INTERESTS IN DATA



CONCLUSION

~~“Why industrial players do not compensate individuals on the use of their data”~~

OR

**ENABLE UTILITY WHILE PROTECTING
INDIVIDUALS**

QUESTIONS?

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SUGGESTED READINGS

- [Should consumers be able to sell their own personal data?](#) Wall Street Journal (October 13, 2019).
- [Why data ownership is the wrong approach to protecting privacy](#) (Cameron F Kerry with John B. Morris), Brookings TechTank and Lawfare (June 26, 2019).
- [Data as Collectively Generated Patterns: Making Sense of Data Ownership](#), Mathias Risse, Harvard Kennedy School (April 26, 2021).
- [Rethinking Privacy: The Road To Data Ownership](#), Gal Ringel, Forbes (August 2, 2021).

SUGGESTED READINGS

- [How Much is Your Data Worth? The Complete Breakdown for 2024](#), Invisibly, (July 13, 2021).
- [How much is your personal data worth?](#), Steel et al, Financial Times, (June 12, 2013).
- [Most Desired Data: Whose is the most in demand, and how much is it worth?](#), Rosa Mackeeper, (November 16, 2020).
- [Enabling Humanitarian Use of Mobile Phone Data](#), Brookings, Cameron F. Kerry, Jake Kendall & Yves-Alexandre de Montjoye, (Nov. 12, 2014).

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