



## Privacy and Property Rights – an emerging inflection point in the use of personal information

Dear Colleagues,

When I was young, the go-to source for important information was a reference book, like the Encyclopedia Britannica. It kept its secrets about who I was, what I read, which sections got attention, and which didn't. Those who watch over reference books, the librarians, are the custodians of human knowledge embedded in the materials in their care. They have long been admonished to maintain an ethic of [“facilitating, not monitoring, access to information”](#). Indeed, in statements reflecting myriad court cases throughout the years, the right to privacy with regard to your utilization of library resources was affirmed again and again. Isn't it a bit alarming, therefore, that without much fanfare, the protection of our right to privately access information has been completely upended. I take a look at the issues in this month's newsletter.

### **We're collectively ignoring the wisdom of the Library Bill of Rights**

Today, our most personal information has value – by some estimates around [\\$240/year](#) for advertising value alone. I find it concerning that many people are completely unaware of how their personal information is used, or how much of it lands in the files of third parties.

Consumers do, however, seem to have a sneaking feeling that all is not well in this area. In a 2016 report of American's attitudes about data privacy, the TRUSTe/National Cyber Security Alliance (NCSA) [Consumer Privacy Index](#) found that more people were worried about privacy than about losing their primary source of income. And yet, only a fraction of the respondents to the survey understood how their data is being captured, aggregated and compiled into individual dossiers.

It has been in the interest of these data collectors to keep people in the dark, by legally covering their behavior with terms of service that run into the thousands of words. Today, [data brokers](#) can cavalierly buy and sell your most personal information (do you smoke? Are you gay?

Do you like the 50 Shades of Grey series?), without oversight, and most of us don't even know it. With the sight of Mark Zuckerberg being hauled before Congress, the introduction of the General Data Protection Regulation (GDPR) in Europe, and ever-more examples of how personal data in the wrong hands producing horrible outcomes, are we on the brink of an inflection point in how the use of personal information is governed? Let's consider the evidence.

[Read More](#)

## UPCOMING EVENTS

July 16-20, 2018 [Digital Business Leadership](#) (New York City) Columbia Business School- An intensive, six-month, multi-modular program that prepares global executives to innovate new strategies and business models and lead their organizations to thrive in the digital age.

September 25-28, 2018 [AT&T Business Summit, The Future Transformed](#) (Dallas, TX) The competitive game is changing — digital transformation is now taking place firmly at the edge. At this year's invitation-only AT&T Business Summit, presenters will uncover ways to successfully deliver intelligence from every corner of your business. From endpoints and applications to SDN innovation, infrastructure and architecture to 5G and beyond – all with a focus on cybersecurity.

November 7-8, 2018 [HR Norge, HR Forum](#) (Oslo, Norway) Look ahead and get ready for HR Forum 2018 - National Meeting Place for HR and Managers. The theme of this year's HR Forum is the human factor . After a period of strong influence on digitization, the commute returns to the HR in HR. Responsibility, ethics and relationships are among the things that cannot be digitized.

November 29-30, 2018 [Drucker Forum](#) (Vienna, Austria)  
I'm looking forward to participating in the 10th Annual Global Peter Drucker Forum  
This year's theme is management. the human dimension.  
Check out the [closing keynote](#) address given at the 2017 Global Peter Drucker Forum by Charles Handy, Social Philosopher Discussing the Role of Business in Society  
"We must be careful that our humanity is not swamped by the digital revolution"

## Webinars and In the Press

**Discovery Driven Growth: An Idea Whose Time Has Come**

Webinar, Columbia Business School

**Three Levels of Business Models**

Webinar, Engage Innovate

**Disruptive Innovation Investment**, Bloomberg News

Interview with Matt Christensen, Rose Park Advisors

CEO and Co-Founder (with Clayton Christensen)

**Higher education: Why have degrees around necks?** – The Economic Times, More on *Breaking Up the Degree Stranglehold* – the India Perspective

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**Eintein's Alley | Princeton, New Jersey**

It was a pleasure to speak at the [Einstein's Alley Institute's](#), Future of Work event at the beautiful Miele office in Princeton, New Jersey.

I spoke to a wonderful group about *Leading Your Workforce in Uncertain Times*.



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**Where there is uncertainty, there is also opportunity**



Here's to your next advantage!

Rita

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