

# Competition and Data Protection Policies in the Era of Big Data: Privacy Guarantees as Policy Tool

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## Abstract

Privacy guarantees hold considerable potential for expanding the toolbox of policy instruments of Competition and Data Protection Authorities in terms of improving the effectiveness of data protection and market supervision. This paper introduces to concepts such as anonymity (identifiability), pseudonymity, depersonalization, differential privacy and multi-party computing. For Data Protection Authorities, it is discussed how these concepts can be used for defining the scope of a law regulating 'directly or indirectly identifiable information.' It then elaborates on how Competition Authorities can use these concepts in competition cases. The paper is intended to bridge the gap between the academic concepts and practical policy-making. It suggests a more rigorous approach to policy-making in order to deal more effectively with firms that use Big Data and personalization to compete against each other.

JEL-Classification: *L40; L14; D18.*

Keywords: *Competition, privacy, data protection.*

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