

**Marketing Research Seminar Series | Department of Marketing | WU Vienna**

**Catherine Tucker, MIT (US)**

**March 18th, 2016 | 10:00-12:00 | AD.0.090**

***"Consumer Privacy"***

*Abstract:* In a world of digital data where there are no longer technological limits on targeting or customer data storage, privacy concerns have become a key marketing issue. However, ensuring consumer privacy is often seen as a burden. While many companies have privacy officers, these are not strategic roles. Instead, privacy officers typically set and audit rules, and their actions are seen as a cost for compliance. Across multiple studies I argue that firms should stop viewing the protection of their consumer's privacy as simply about compliance. Instead marketing managers view the establishment of a framework of consumer privacy controls as a key marketing and strategic variable that itself conveys considerable benefits. Various field studies and experiments provide data about how to go about this.