

**Title: The Bright Side of the GDPR: Welfare-Improving Privacy Management**

**Speaker: Shiva Shekhar, Tilburg School of Economics and Management**

**Area: Economics**

**Date: 15.12.2023, Venue: Q101 @ 4PM**

**Abstract:**

We study the GDPR's opt-in requirement in a model with a firm that provides a digital service and consumers who are heterogeneous in their valuations of the firm's service as well as the privacy costs incurred when sharing personal data with the firm. We show that the GDPR boosts demand for the service by allowing consumers with high privacy costs to buy the service without sharing data. The increased demand leads to a higher price but a smaller quantity of shared data. If the firm's revenue is largely usage-based rather than data-based, then both the firm's profit and consumer surplus increase after the GDPR, implying that the GDPR can be welfare-improving. But if the firm's revenue is largely from data monetization, then the GDPR can reduce the firm's profit and consumer surplus.

Link of the paper is:

[The Bright Side of the GDPR: Welfare-Improving Privacy Management by Chongwoo Choe, Noriaki Matsushima, Shiva Shekhar :: SSRN](#)

**Speaker Profile:**



Prof. Shiva Shekhar's current research mainly focuses on platform strategies under competition and their impact on consumers. He actively discusses policy insights and presents at national competition authorities.

From October 2018 to December 2020, he was employed as an Economist at Compass Lexecon, where he assisted the team in several high-profile mergers and multiple anti-trust cases spanning various industries.

He also pursues research on topics in anti-trust tools, primarily focused on advancing these tools to reflect the facts of a case and any associated Theories of Harm.

He has published in several reputed international journals, including Management Science.

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