

Assessing Frameworks of Data Privacy

Dylan Singh

Abstract: Current frameworks for understanding data privacy view data as property, privacy as a natural right, privacy as an issue of anonymization, and privacy as an issue of commodification. While these frameworks are beneficial as they highlight potential sources of data privacy issues, they also overlook key sources that might explain why data privacy policies are so unstable in the US. In response to these inconsistencies, I propose that consumer sensitivity to data is best informed by a new lens for viewing data privacy. My framework suggests that consumers' digital footprints form a virtual identity, and that acknowledging this virtual self can provide a better lens and foundation for establishing new solutions to issues of data privacy.