

What's up doc? Transparency, control, and the personalization-privacy paradox

**Julien Cloarec**

Université Laval

**Charlotte Cadieu**

Université Lyon 3 Jean Moulin

**Nour Alrabie**

TSM-Research, Université Toulouse Capitole, CNRS

Cite as:

Cloarec Julien, Cadieu Charlotte, Alrabie Nour (2021), What's up doc? Transparency, control, and the personalization-privacy paradox. *Proceedings of the European Marketing Academy*, 50th, (94030)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



## What's up doc? Transparency, control, and the personalization-privacy paradox

### **Abstract**

Since the GDPR adoption, websites are now required to be transparent in the management of consumers' data and to allow consumers to set their privacy settings. Although several studies examined the consequences of transparency and privacy control on consumers' online experience, several limitations invite further research. We overcome the static view of transparency-control by implementing an innovative methodology. First, in an inter-subject experiment, we generate a richer understanding of the effect of low vs. high transparency on consumers' relative desire for the personalization over their concern for privacy by implementing mediators generated from consumers' insights. Second, in an intra-subject experiment, we highlight the dynamic role of privacy control, which effect on consumers' relative desire for the personalization over their concern for privacy is mediated by a key mediator from the previous experiment (i.e., the intrusion of informational boundaries).

**Keywords:** *Privacy; Natural Language Processing; Mediation for Repeated Measures*

**Track:** Digital Marketing & Social Media