

Accepted Manuscript

Do consumers want to control their personal data? Empirical Evidence

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PII: S1071-5819(17)30141-6
DOI: [10.1016/j.ijhcs.2017.10.003](https://doi.org/10.1016/j.ijhcs.2017.10.003)
Reference: YIJHC 2155



To appear in: *International Journal of Human-Computer Studies*

Received date: 16 March 2016
Revised date: 4 October 2017
Accepted date: 8 October 2017

Please cite this article as: Christine Prince, Do consumers want to control their personal data? Empirical Evidence, *International Journal of Human-Computer Studies* (2017), doi: [10.1016/j.ijhcs.2017.10.003](https://doi.org/10.1016/j.ijhcs.2017.10.003)

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Highlights

- An overview of individuals' privacy empowerment is provided
- Concerns over information privacy explain online users' need for control over their personal information flows
- The effects of willingness to disclose personal information on web users' predisposition to use privacy controls vary according to information type.
- Compensation is a factor to motivate online users to use privacy controls over data flows.

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