

## Accepted Manuscript

Title: 'You must not know about me'—On the willingness to share personal data

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PII: S0167-2681(17)30158-0

DOI: <http://dx.doi.org/doi:10.1016/j.jebo.2017.05.023>

Reference: JEBO 4066

To appear in: *Journal of Economic Behavior & Organization*

Received date: 25-8-2015

Revised date: 19-5-2017

Accepted date: 31-5-2017

Please cite this article as: Schudy, Simeon, Utikal, Verena, 'You must not know about me'—On the willingness to share personal data. *Journal of Economic Behavior and Organization* <http://dx.doi.org/10.1016/j.jebo.2017.05.023>

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**'You must not know about me' -  
On the willingness to share personal data**

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May 2017

**Highlights**

- We measure willingness to share personal data with anonymous recipients
- The willingness decreases with the number of recipients
- Social distance to recipients does not strongly affect the willingness to share
- Data bundling leaves willingness to share unaffected
- Verification of personal data is essential to avoid biases in measurement

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