

Proposal for presentation at the FTC's PrivacyCon 2018

Title: *A Trusted Intermediary: Safely sharing industry data for scientific discovery*

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Businesses produce rich data resources that are regularly leveraged internally to better understand customer behavior and market trends, but these data are also tightly protected for both consumer privacy and proprietary reasons. Companies, however, are becoming increasingly aware of how quickly the proprietary value of these data diminishes and how valuable these data can be for market research and broader scientific discovery. These naturally occurring datasets have enormous potential when considered through the lens of business, economics, and social science academic research endeavors. One inherent challenge lies in the friction between providing access to these data and trusting that external users will use them responsibly and only within the constraints of legal agreements. By design, modern businesses are not equipped either technologically or procedurally for impartial and secure data sharing. ICPSR, however, with its 60+ years of experience developing policies, procedures, and platforms for sharing sensitive data in the public interest, is uniquely positioned to act as a trusted intermediary between industry and its academic researchers.

This presentation will introduce the PrivacyCon community to ICPSR's history and track record of restricted data preservation, curation, and access provision, and highlight the parallels between necessary risk management for sharing sensitive survey and administrative data and that of sharing proprietary and non-designed data produced in the course of business. The discussion will include a description of ICPSR's approach to data sharing, with emphasis on physical and legal data security and our experiences with proprietary data.