

THE GLASS CONSUMER

Life in a surveillance society

Edited by **Dr Susanne Lace**, National Consumer Council

We are all 'glass consumers'. Organisations know so much about us, they can almost see through us. *The glass consumer* appraises this relentless scrutiny of consumers' lives. It reviews what is known about how personal information is used and examines the benefits and risks to consumers. Bringing together leading authors in this field, the book:

- analyses the use of consumers' information in the public and private sectors, and includes case studies on the UK's National Health Service and the financial services sector;
- considers how privacy-enhancing technologies can be used to engineer good information-handling practices;
- appraises the efficacy of the regulation of personal information; and
- sets out the National Consumer Council's agenda for change.

The glass consumer is essential reading for anyone concerned with the future of information use, data protection and privacy. It will also appeal more widely to those with an interest in technology and society, social policy, social exclusion, consumption, marketing and business studies.

Contents: Introduction *Susanne Lace*; **Part One:**

Orientations: The personal information economy: trends and prospects for consumers *Perri 6*; Regulatory provisions for privacy protection *Charles Raab*; The use and value of privacy enhancing technologies *John Borking*; **Part Two:**

Contexts: The data-informed marketing model and its social responsibility *Martin Evans*; Personal data in the public sector: reconciling necessary sharing with confidentiality *Christine Bellamy, Perri 6 and Charles Raab*;

Part Three: Case studies: Data use in credit and insurance: controlling unfair outcomes *Harriet Hall*; Personal information in the National Health Service: the demise or rise of patient interests? *Jonathan Montgomery*; **Part Four:**

NCC's agenda: The new personal information agenda *Susanne Lace*.



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"The explosion of information in the Google age risks eroding our privacy faster than laws can be made to protect it. This book offers an incisive overview of the trends, risks and possible solutions to what may become the most critical consumer issue in the next century."

Chris Anderson, Editor, Wired Magazine

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