

## Infomediaries and Negotiated Privacy: Resources

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### Books and Articles:

- Glave, James. "The Dawn of the Infomediary." *Wired News* (Feb. 24, 1999) [www.wired.com](http://www.wired.com).
- Glave, James. "Privacy Power to the People." *Wired News* (Mar. 2, 1999) [www.wired.com](http://www.wired.com).
- Hagel, John III, and Marc Singer. *Net Worth: Shaping Markets When Customers Make the Rules*. Boston: Harvard Business School Press, 1999. Read a review of this book at [www.sunworld.com](http://www.sunworld.com).
- Oakes, Chris. "PrivaSeek Seeks Attention." (Aug. 12, 1999) [www.wired.com](http://www.wired.com).
- Oakes, Chris. "Your Data, Your Choice." *Wired News* (Mar. 24, 1999) [www.wired.com](http://www.wired.com).
- Pescovitz, David. "Undercover Agents: A New Breed of "Infomediaries" Want to Handle All Your Vital Stats." *The Industry Standard* (January 3, 2000), [www.thestandard.com](http://www.thestandard.com).
- Schwarz, Paul. "Privacy and Democracy in Cyberspace." *Vanderbilt Law Review* 52:6 (November 1999): 1609-1702. Contains a discussion of infomediaries in the context of the "privacy market" and the need for fair information practices established as law.

### Web Sites

AllAdvantage, [www.alladvantage.com](http://www.alladvantage.com). Cash for surfing, targeted ads based on profiles.

ClickDough, [www.clickdough.com](http://www.clickdough.com). Cash for surfing, targeted ads based on profiles.

DigitalMe by Novell, [www.digitalme.com](http://www.digitalme.com). Automatic form filler based on a variety of personas, and other services.

Enonymous and its Enonymous Advisor, [www.enonymous.com](http://www.enonymous.com). Automatic form filler, privacy policy ratings, and targeted ads based on profiles.

GoToWorld, [www.gotoworld.com](http://www.gotoworld.com). Cash for surfing, targeted ads based on profiles.

Junkbusters, Inc. and Jason Catlett, [www.junkbusters.com](http://www.junkbusters.com). Use its search engine to find commentaries on “P3P” and “infomediaries.”

Lumeria, [www.lumeria.com](http://www.lumeria.com) and [www.superprofile.com](http://www.superprofile.com). Targeted ads based on profiles. See its White Paper, “An Infomediary Approach to the Privacy Problem.”

MoneyforMail, [www.moneyformail.com](http://www.moneyformail.com). Cash for surfing, targeted ads based on profiles.

Passport, a Microsoft service, [www.passport.com](http://www.passport.com). Automatic form filler.

Platform for Privacy Preferences (P3P), [www.w3.org/p3p](http://www.w3.org/p3p). Provides links to current working drafts of P3P standards specifications as well as papers by P3P interest group co-chair Lorrie Faith Cranor and commentaries by such critics as Karen Coyle and Jason Catlett.

PopularDemand, [www.populardemand.com](http://www.populardemand.com). Targeted ads based on profiles.

PrivacyBank, [www.privacybank.com](http://www.privacybank.com). Automatic form filler.

PrivaSeek and its PersonaXpress product, [www.privaseek.com](http://www.privaseek.com). Targeted ads based on profiles.