ONLINE APPENDIX

The Economics of Privacy

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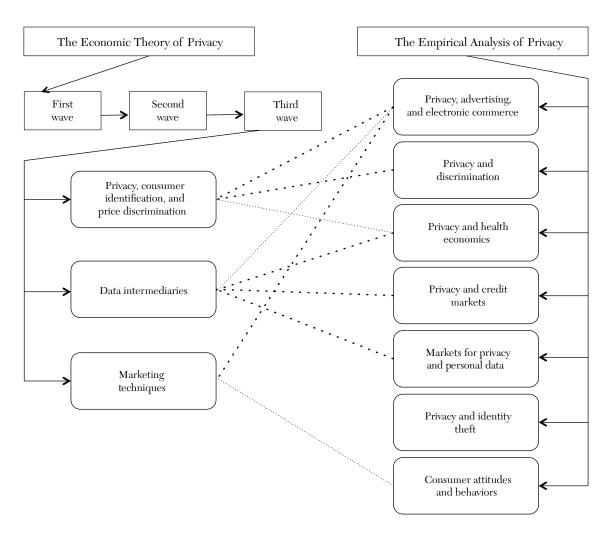


Figure 1. Primary and Secondary Connections between Theory and Empirics

Notes: Primary connections are dashed and bolded; secondary connections are dotted. Privacy areas are listed in an order matching that of the manuscript. Other connections exist (e.g. between data intermediaries and privacy and identity theft), but we do not emphasize them in the manuscript.