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## The Economics of Privacy: Privacy and Data Protection in a Digital World

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### Message from the Guest Editors

Dear Colleagues,

This Special Issue of *Games* is dedicated to the economics of privacy. In a digital world, topics like online privacy and the protection of personal data have become increasingly important. We invite game theoretical and experimental contributions on the economics of privacy. Potential topics include, but are by no means limited to, the valuation of personal data, online search, data security, information aggregation, targeted advertising, price discrimination, as well behavioral effects in digital markets. We list below further keywords that may help to identify suitable topics for the Special Issue.

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# Special Issue