

Information privacy represents one of the most exciting, rapidly growing areas of legal scholarship, yet information privacy law scholars rarely express any faith in market principles. Government regulators seem a bit more conflicted, with recent pronouncements from the Commerce Department, FTC, and Congress premised largely on market-based, notice-and-choice principles, but emphasizing the limits of markets.

This Friday, [Silicon Flatirons Center for Law, Technology, and Entrepreneurship](#) at the University of Colorado will host representatives from these three institutions to debate [the Economics of Privacy](#)

. Joining them will be an interdisciplinary group of leading thinkers from other disciplines, such as economists studying the behavioral economics of privacy and computer scientists who specialize in human-computer interaction studying the limits of notice-and-choice. Executive Director

[Geoffrey Manne](#)

has been invited as one of these guests and will explore the markets of privacy, explaining the advantages of relying on market forces, self-regulation, and FTC's existing enforcement mechanisms to protect privacy in the 21st century.