

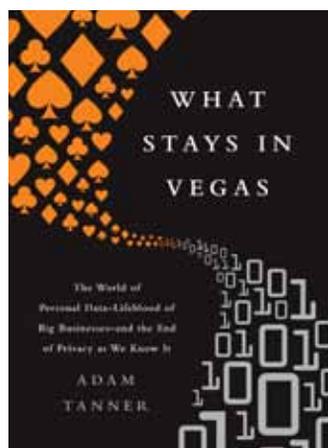


What Stays in Vegas

Book Premiere: Adam Tanner about data mining and privacy

Invitation | 21 October 2014 | 6.30 p.m.

Hertie School of Governance | Friedrichstraße 180 | 10117 Berlin



In *What Stays in Vegas*, Adam Tanner exposes the greatest threat to privacy today. It's not the NSA, but good-old American companies. Internet giants, leading retailers, and other firms are gathering data behind the scenes with little oversight from anyone.

In Las Vegas, no company knows the value of data better than Caesars Entertainment. Many thousands of enthusiastic clients pour through the ever-open doors of their casinos. The secret to the company's success lies in their one unrivaled asset: they know their clients intimately by tracking the activities of the overwhelming majority of gamblers. They know exactly what games we like to play, what foods we enjoy for breakfast, when we prefer to visit, who our favorite hostess might be, and exactly how to keep us coming back for more. Caesars' dogged data-gathering methods have been so successful that they have grown to become the world's largest casino operator, and have inspired companies of all kinds to ramp up their own data mining in the hopes of boosting their targeted marketing efforts. Some do this themselves. Some rely on data brokers. Others clearly enter a moral gray zone that should make American consumers deeply uncomfortable.

We live in an age where our personal information is harvested and aggregated whether we like it or not. And it is growing ever more difficult for those businesses that choose not to engage in more

intrusive data gathering to compete with those that do. Tanner's timely warning resounds: Yes, there are many benefits to the free flow of all this data, but there is a dark, unregulated, and destructive side as well.

A joint event of The Ivy Circle Deutschland and the Hertie School

Moderation

Danislava Marinova Post-Doctoral Researcher in Political Economy,
Hertie School of Governance

What Stays in Vegas

Adam Tanner

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Adam Tanner is a fellow at the Institute for Quantitative Social Science at Harvard University and was previously a Nieman fellow there. Tanner has worked for Reuters News Agency as Balkans bureau chief (based in Belgrade, Serbia), as well as San Francisco bureau chief, and has had previous postings in Berlin, Moscow, and Washington, DC. He also contributes to Forbes and other magazines. He writes about the business of personal data.



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Registration

Book Premiere: "What Stays in Vegas"

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Hertie School of Governance

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