

Tech@Tuck: Is the pursuit of personalized products too personal?

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Hanover, N.H.— From cell-phone plans to custom-fit apparel and car insurance, companies are promising better products if they have access to more personal information about their customers. This method of directly targeting what customers want seems like good business—but when does the pursuit of personalized products become too personal?

To address this question, on February 16 the Center for Digital Strategies at the Tuck School of Business at Dartmouth will sponsor its fifth Tech@Tuck event titled, “Next Generation Services: Personalization and Privacy.” The event, open to the Dartmouth community, will also examine how companies make decisions about what types of personal information to use and what kinds of products to offer. How are these products and services enhanced by personalization? What are consumers’ concerns about the gathering of personal information? Do their concerns vary according to what type of information is gathered (entertainment preferences, financial creditworthiness, or medical history) or what kind of enhanced value they can expect in return (exclusive travel options or improved healthcare)?

This year, Tech@Tuck activities will take place in three components:

- **Hands-On Demonstration:** A display of the latest devices and software that offer next-generation services in telecommunications, entertainment, and medicine.
- **Panel Discussion:** A discussion among senior industry executives about consumer-commercial personalization in the Internet, retail, and financial spaces. Ari Schwartz, associate director for the Center for Democracy and Technology will moderate, and privacy advocate Dr. Larry Ponemon of the Ponemon Institute will make introductory remarks.
- **Fireside Chat:** An intimate discussion on personalization and privacy in the healthcare space with executives from the Dartmouth-Hitchcock Medical Center/Dartmouth Medical School and representatives from the pharmaceuticals and insurance industries.

The Center for Digital Strategies’ mission is to advance the theory and practice of management in a digital, networked economy and to link practitioners and scholars in ways that build economic value. Tech@Tuck, sponsored by the center, is a series of events for the Tuck and greater Dartmouth community that highlight digital technologies and their implications for business and personal life.

For more information about Tech@Tuck, please visit the Center for Digital Strategies on the web at www.tuck.dartmouth.edu/digitalstrategies.

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Founded in 1900, Tuck is the first graduate school of management and consistently ranks among the top business schools worldwide. Information about the Tuck School is available at www.tuck.dartmouth.edu.