

## Accepted Manuscript

Do consumers want to control their personal data? Empirical Evidence

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**Highlights**

- An overview of individuals' privacy empowerment is provided
- Concerns over information privacy explain online users' need for control over their personal information flows
- The effects of willingness to disclose personal information on web users' predisposition to use privacy controls vary according to information type.
- Compensation is a factor to motivate online users to use privacy controls over data flows.

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