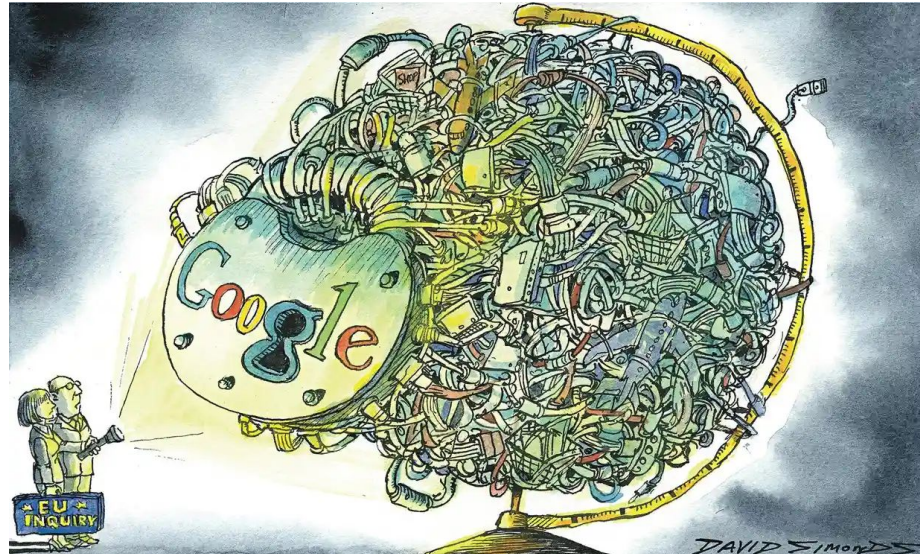


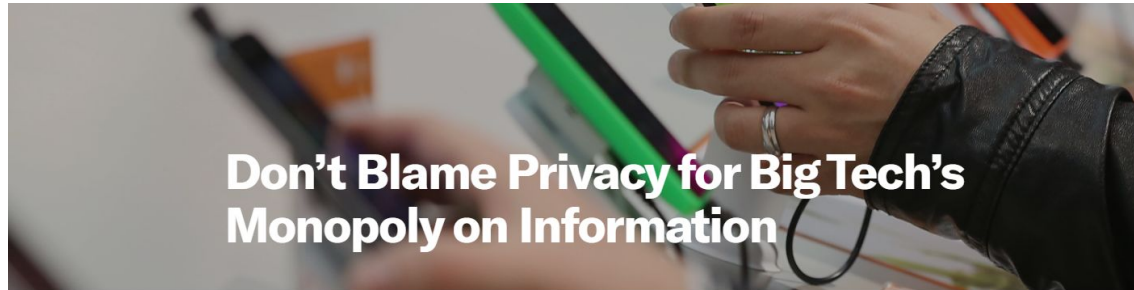
Data Monopolies: How to Decentralize Big Tech with Privacy-Enhancing Technologies

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Fair and Equal Data-Sharing Mandate

- Technical approaches outside the box of doctrinal law and regulatory antitrust remedies
- Addresses monopolistic and exclusionary access to data and levels the playing field for new entrants and competitors
- Advances both privacy and competition



by Sunny Seon Kang
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Two years ago, in a [Congressional hearing](#) before the Senate Judiciary and Commerce Committees, Facebook CEO Mark Zuckerberg was stumped by a simple question: “Who is your biggest competitor?”

As if he was contemplating this matter for the first time, Zuckerberg stammered about the different categories of services Facebook offers, and how they overlap with Google, Apple, Amazon, and Microsoft. This answer did not satisfy Senator Lindsey Graham (R – S.C.), who pushed back: “If I buy a Ford, and it doesn’t work well, and I don’t like it, I can buy a Chevy. If I’m upset with Facebook, what’s the equivalent product I can go sign up for?”

There was no need for another winding response. The answer was simple: none.

Facebook rose to power by maximizing the commoditization of data. The platform has since jealously guarded its dominance by [absorbing burgeoning competitors](#) and [consolidating](#) more user data.

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