* Making search data available to researchers would help improve search engines, but it turns out that search history is intensely personal. [http://www.nytimes.com/2006/08/09/technology/09aol.html](http://www.nytimes.com/2006/08/09/technology/09aol.html%20)
* The Netflix prize is another example. It has recently been cancelled due to FTC concerns over privacy. <http://blog.netflix.com/2010/03/this-is-neil-hunt-chief-product-officer.html>
* Volunteering data on Facebook and other social networking sites might tell people more about you than you intend. [http://www.nytimes.com/2010/03/17/technology/17privacy.html](http://www.nytimes.com/2010/03/17/technology/17privacy.html%20)