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(71) Applicant *(for all designated States except US)*: **INTERNATIONAL BUSINESS MACHINES CORPORATION** [US/US]; New Orchard Road, Armonk, NJ 10504 (US).

(71) Applicant *(for AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR only)*: **IBM (SCHWEIZ)** [CH/CH]; Baendliweg 21, CH-8010 Zurich (CH).

(72) Inventors; and
(75) Inventors/Applicants *(for US only)*: **BARZILAI, Zeev** [IL/IL]; Kashani St. 3B, 69499 Tel Aviv (IL). **SHEHORY, Onn** [IL/IL]; Rimon St. 29, 60190 Neve Monosson (IL). **SHMULYIAN, Sergei** [IL/IL]; Katzenelson St. 67/19, 53270 Givaataim (IL).

(74) Agent: **WILLIAMS, Julian, David**; International Business Machines Corporation, Saeumerstrasse 4 / Postfach, CH-8803 Rueschlikon (CH).

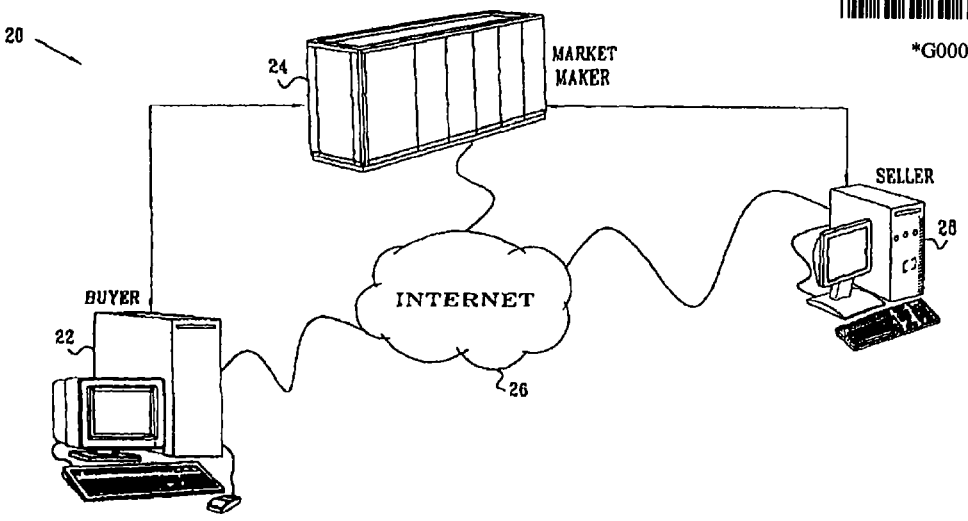
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(54) Title: BUSINESS PRIVACY IN THE ELECTRONIC MARKETPLACE

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(57) Abstract: A method for controlling an exchange of information between a first party and a second party includes receiving from the first party a set of one or more privacy preferences, indicating restrictions to be placed on use of specified items of the information to be disclosed by the first party, and receiving from the second party a description of a privacy policy, indicating undertakings by the second party with regard to restricting the use of the specified items of the information. The compatibility of the privacy preferences with the privacy policy is assessed. If the privacy preferences and the privacy policy are found to be incompatible, a negotiation is brokered with at least one of the first and the second parties so as to bring the privacy preferences and the privacy policy into mutual compatibility. The formation is provided from the first party to the second party only when the privacy preferences and the privacy policy are found to be compatible.

WO 02/21789 A2

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