

**PERSONAL DATA IN COMPETITION, CONSUMER PROTECTION AND IP LAW –  
TOWARDS A HOLISTIC APPROACH?**

**Max Planck Institute for Innovation and Competition**

**21 October 2016**

**Munich**

9:00-9:10 **Welcome**  
**Josef Drexl**, *Max Planck Institute for Innovation and Competition*

**Panel 1: Fundamentals of Personal Data: Personal Rights, Property Rights and Regulation**

**Chair: Mor Bakhoun**, *Max Planck Institute for Innovation and Competition*

9:10-9:30 **Manon Oostveen/Kristina Irion**, *University of Amsterdam*, The Golden Age of Personal Data: How to Regulate an Enabling Human Right?

9:30-9:50 **Andreas Sattler**, *Ludwig Maximilians University, Munich*, From Personality to Property? Revisiting the Fundamentals of Personal Data Protection

9:50-10:10 **Philipp Hacker**, *European University Institute, Florence*, The Ambivalence of Algorithms. Gauging the Legitimacy of Personalized Law

10:10-10:30 **Helena Ursic**, *Leiden University*, Data Subject Rights at the Crossroad between the Competition, Property, Consumer and Data Protection Laws

10:30-10:50 Discussion

10:50-11:10 Coffee Break

**Panel 2: Personal Data and Competition Law**

**Chair: Beatriz Conde Gallego**, *Max Planck Institute for Innovation and Competition*

11:10-11:30 **Inge Graef**, *KU Leuven*, Blurring Boundaries of Consumer Welfare: How to Create Synergies between Competition, Data Protection and Consumer Protection Law in Digital Markets?

11:30-11:50 **Anca Chirita**, *Durham University*, The Rise of Big Data and the Loss of Privacy: Is It Time for Competition Intervention?

11:50-12:10 **Björn Lundqvist**, *Copenhagen Business School*, Big Data, Open Data, Privacy Regulations, Intellectual Property and Competition Law for the Twenty First Century

12:10-12:30 **Jacopo Ciani**, *University of Milan*, A Competition Law Oriented Look at the Application of IP Rights to the Internet of Things

12:30-12:50 Discussion

12:50-14:00 Lunch

**Panel 3: Personal Data, Consumer Protection and Civil Law****Chair: Mark-Oliver Mackenrodt**, *Max Planck Institute for Innovation and Competition*

- 14:00-14:20 **Matilde Ratti**, *University of Bologna*, Personal Data and Consumer Protection: What Do They Have in Common?
- 14:20-14:40 **Emmanuela Truli**, *Athens University for Economics and Business*, New Data Protection Regulation: Effects on Contractual and Non-contractual Relationships between Stakeholders
- 14:40-15:00 **Milda Macenaite**, *Tilburg University*, Protecting Children as Data Subjects Online: Lessons from Consumer Protection and Contract Law
- 15:00-15:20 **Lennart Chrobak**, *University of Zurich*, Civil Law Implications of (Personal) Data
- 15:20-15:40 Discussion
- 15:40-16:00 Coffee Break

**Panel 4: Personal Data, IP and (Unfair) Competition****Chair: Gintarė Surblytė**, *Max Planck Institute for Innovation and Competition*

- 16:00-16:20 **Davide Mula**, *European University of Rome*, Right to Data Portability and Cloud Computing Consumer Laws
- 16:20-16:40 **Francesco Banterle**, *University of Milan*, The Interface between Data Protection and IP Law: The Case of Trade Secrets and Database Sui Generis Right in Marketing Operations, and the Ownership of Raw Data in Big Data Analysis
- 16:40-17:00 **Guido Noto La Diega**, *Northumbria University*, Data as Digital Assets. The Case of Targeted Advertising
- 17:00-17:20 **Bianka Maskó**, *University of Miskolc*, Binding Corporate Rules as the New Concept for Data Protection in Data Transfers
- 17:20-17:40 **Heiko Richter**, *Max Planck Institute for Innovation and Competition*, The Private Power Paradigm in Private Law – Towards a Holistic Regulation of Personal Data
- 17:40-18:00 Discussion

18:10-18:30 **Wrap-Up and Perspectives****Josef Drexl**, *Max Planck Institute for Innovation and Competition***Wolfgang Kerber**, *Philipps University, Marburg***Vanessa Mak**, *Tilburg University*For attending the conference please register with [Delia.Zirilli@ip.mpg.de](mailto:Delia.Zirilli@ip.mpg.de) until **14 October 2016**.

Venue: Max Planck Institute for Innovation and Competition, Marstallplatz 1, 80539 Munich.