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 Bakhoum, 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
15:40-16:00 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
16:40-17:00 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 until 14 October 2016.
Venue: Max Planck Institute for Innovation and Competition, Marstallplatz 1, 80539 Munich.