The Value of Consumer Data in the Digital Economy

18 and 19 April 2024
University of Ferrara
Via Voltapaletto 11
Aula Magna and EC4

Scientific Committee:
Alberto De Franceschi, Reiner Schulze, Dirk Staudenmayer
Thursday, 18 April 2024
University of Ferrara, Via Voltapetto 11, Aula Magna

13:30  Registration
14:00  Welcome addresses
14:15  Introduction

*Reiner Schulze (University of Münster)*

14:30  I. Trading Consumer Data: Background and General Framework

Chair: *André Janssen (Radboud University of Nijmegen)*

*Personal Data as Object of Trade – Options and Limitations under the GDPR*

*Andreas Sattler (Karlsruhe Institute of Technology)*

*The Value of Consumer Data – a Common Law Perspective*

*Christian Twigg-Flesner (University of Warwick)*

15:30  Discussion
16:00  Coffee Break

16:30  II. The “Monetisation” of Consumer Data

Chair: *Herbert Zech (Humboldt University, Berlin)*

*“Ius Pretium” – Price Control in General Terms and Conditions*

*Hans Schulte-Nölke (University of Osnabrück)*

*Contracts for Monetising Consumers’ Data and Mobilising Data Value in the Market*

*Teresa Rodriguez de las Heras Ballell (University Carlos III, Madrid)*

*Consequences of the monetisation of consumer data for contract type and contract structure*

*Martin Schmidt-Kessel (University of Bayreuth)*

18:00  Discussion
Friday, 19 April 2024
University of Ferrara, Via Voltapaletto 11, Aula EC 4

09:00 III. The Determination of the Value of Data

Chair: Alberto De Franceschi (University of Ferrara)

Developing the Data Act: Market Failures, Value of Data, and Consumer Choice in the B2C Sector
Wolfgang Kerber (Philipps University Marburg)

Determining the Value of Data in the B2B Sector
Fernando Gómez Pomar (Pompeu Fabra University, Barcelona)

Databases as a non-tradeable business asset?
Vincenzo Zeno-Zencovich (Roma Tre University)

10:30 Discussion
11:00 Coffee Break

11:30 IV. Round table: Should the EU Regulate the Fair Share of Consumers in the Use of their Data?

Chair: Dirk Staudenmayer (European Commission)
André Janssen (Radboud University of Nijmegen)
Carlo Rossi Chauvenet (CRCLex Milan)
Herbert Zech (Humboldt University, Berlin)

12:15 Conclusions
Alberto De Franceschi (University of Ferrara)
In cooperation with:

EuCML
Journal of European Consumer and Market Law

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Should you wish to attend, please register by 10 April 2024.

Info and Registration: dfrlrt@unife.it