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WP5 Privacy, Personality and Business Models

WP leader: LUH

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Conference on 'Privacy for the next generation'

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Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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Abstract

The conference on Privacy for the Next Generation was organised as part of the MAPPING SGA. The conference therefore took place in Prague on 31st October 2016 in the afternoon, from 13:30 until 17:45 under the topic “Existing and Emerging Business Models as Impacted by the GDPR”. The session started with an introduction from the chair, Prof. Dr. Nikolaus Forgó (LUH), giving a brief summary on possible topics for this session. Prof. Forgó then introduced the first speaker, Prof. Matthew Daniels (Chair of Law & Human Rights, Institute of World Politics, USA), who gave a presentation on “Personal Data as a Toxic Asset for Corporations”. The next presentation by Dr. Christof Tschohl (Scientific Director Research Institute – Digital Human Rights Center, Austria) draw the focus on the situation in Europe, explaining “Privacy by Design - an Interdisciplinary Business Model in Practice”. The presentations were followed by a short Q & A session with the speakers. This first part of the session was then closed with a coffee break.

After the coffee break, a panel discussion moderated by Prof. Dr. Nikolaus Forgó (LUH) gave insights on the GDPR from various points of view. The panel consisted of the following persons:

- Anca Bucur (Senior Scientist at Philips Research, Royal Philips Electronics, Netherlands),
- Andrew Paverd (OmniShare, Department of Computer Science, Aalto University, Finland),
- Lorena Jaume-Palasi (Director of Communications at EuroDIG, Co-Founder of AlgorithmWatch, Germany) and
- Marit Hansen (Data Protection Commissioner of Schleswig-Holstein, Independent Centre for Privacy Protection Schleswig-Holstein, Germany).

After the initial statements, the panellists had first discussions about the pros and cons of the GDPR and the future of data protection in Europe. The floor was then opened for all participants of the SGA to contribute to the panel discussion as well by sharing their thoughts and ideas on existing and emerging business models as impacted by the GDPR and concepts for privacy for the next generation.



Attachments

- Agenda (p. 5)



Agenda

13:30 – 13:45 **Welcome from the Chair**

Nikolaus Forgó, Professor for Legal Informatics and IT Law, Leibniz Universität Hannover (DE)

13:45 – 14:45 **Personal Data as a Toxic Asset for Corporations**

Matthew Daniels, Chair of Law & Human Rights, Institute of World Politics (USA)

14:45 – 15:45 **Privacy by Design - an Interdisciplinary Business Model in Practice**

Christof Tschohl, Scientific Director Research Institute – Digital Human Rights Center (AT)

15:45 – 16:15 Coffee break

16:15 – 17:45 **Panel Discussion**

Moderator: Nikolaus Forgó, Leibniz Universität Hannover (DE)

Anca Bucur, Senior Scientist at Philips Research, Royal Philips Electronics (NL)

Andrew Paverd, OmniShare, Department of Computer Science, Aalto University (FI)

Lorena Jaume-Palasi, Director of Communications at EuroDIG, Co-Founder of AlgorithmWatch (DE)

Marit Hansen, Data Protection Commissioner of Schleswig-Holstein, Independent Centre for Privacy Protection Schleswig-Holstein (DE)