



SOUTH EU GOOGLE
DATA GOVERNANCE CHAIR



THE FUTURE OF CONSUMER PROFILING AND OF COMMERCIAL COMMUNICATIONS

Monday, April 22, 2024 ❖ 9:30-17:00 CEST



GIURISPRUDENZA
—
DIPARTIMENTO
DI ECCELLENZA
2018-2022
2023-2027

Roma Tre University - Law Department - Via Ostiense 159
Second Floor – Conference Room 278

Hybrid Conference – Link to [Teams](#)



UNIVERSIDADE NOVA
DE LISBOA



CEU
Universidad
San Pablo




HELLENIC REPUBLIC
National and Kapodistrian
University of Athens
— EST. 1837 —



Proyecto PID2020-120373RB-I00 sobre IDENTIDAD DIGITAL, DERECHOS FUNDAMENTALES Y NEURODERECHOS,
Ministerio de Ciencia e Innovación. Plan Estatal de Investigación Científica y Técnica y de Innovación.

L'incontro è organizzato con la collaborazione scientifica della Fondazione Centro di iniziativa giuridica Piero Calamandrei - Roma

 southeugooglechair.com

 [@SouthEUGoogle](https://twitter.com/SouthEUGoogle)

Presentation of the Seminar

Digital communications systems have become the most common medium to collect data on consumer habits and to promote goods and services. Over the last decade not only have we moved from person-to-machine data to Internet-of-Things, but neurosciences and artificial intelligence are now growingly used to profile individuals, predict their behaviour, nudge them towards certain choices.

The relations between data companies and their business users are becoming increasingly complex and, in the EU, extremely regulated with a continuous overlapping of provisions in the field of data protection, consumer protection, competition, new digital technologies and infrastructures.

The Seminar wishes to investigate some of the many outstanding issues, profiting of the extremely rich experience developed over the last years in the countries which are represented in the South EU Google Data Governance Chair.

10.00 – 10.30 *Opening Session*

Vincenzo Zeno-Zencovich, *Professor of Comparative Law – Roma Tre University*

Andrea Stazi, *Regulatory Affairs Lead South Europe, Google*

10.30 – 11.30 *Keynote Speeches*

Guido Scorza, *Member of the Italian Data Protection Authority*

Giovanni Calabrò, *Chief of Staff of the Italian Competition Authority*

11.30 – 13.00 *Morning Session*

Tomás de la Quadra Salcedo, *Professor of Administrative Law, University Carlos III – Madrid*

Neuroscience, Artificial Intelligence and Consumer Protection

Maria da Graça Canto Moniz, *South EU Google Data Governance Chair – Nova School of Law - Lisbon*

The growing relevance of fairness in the future of commercial communications

14.00 – 16.30 *Afternoon Session*

Sandra Passinhas, *Professor, Coimbra University*

Recommender systems: from a disputable market to consumer protection

Georgios Yannopoulos, *Associate Professor of IT Law and Legal Informatics – University of Athens*

Using AI to protect online gamblers

Luca Bolognini, *Istituto Italiano per la Privacy*

Dynamic targeting as a service: when consumer profiling is friend of data protection

Franco Trubiani, *Università Parthenope, Naples*

Bounded Rationality of Consumer and Neuromarketing: Looking for an Effective Regulation

16.30 *Closing Remarks*

José Luis Piñar, *Professor of Administrative Law – CEU-San Pablo University - Madrid*