



**University
of Ferrara**

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 Voltapaletto 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 Ballel (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: Christian Twigg-Flesner (University of Warwick)

**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:



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

Info and Registration: dfrlrt@unife.it