

Conference Program APC2015



Conference Program APC2015

Dear participants,

It is with great pleasure that I welcome you to the University of Amsterdam (UvA) for the 2015 Amsterdam Privacy Conference (APC). As rector magnificus of the UvA, I am proud that our university is hosting the second edition of this interdisciplinary conference.

In the three years since the first conference took place, many of the issues you discussed during that event have only become more pertinent. Hardly a day goes by without newspapers, websites and broadcasters reporting on topics such as privacy, big data and social media.

As a participant in these discussions, your role is essential. It is extremely important to take a critical look at issues that are generally very complex. And when I look at the speed at which the digital landscape is constantly changing, I suspect your role will only grow in importance during the coming years.

Besides helping you to stay abreast of the latest developments, conferences such as the APC afford you the opportunity to see familiar faces and make new acquaintances, some of whom might be able to give you a fresh perspective on subjects you are well versed in.

By attending conferences such as this, you also cast your gaze beyond borders – not just literally, because you are in international company, but also figuratively, because you are leaving the confines of your own discipline. To see how important this is, just look at a topic like privacy, which touches on computing science but also law, philosophy, area studies, media studies and a host of other disciplines.

It is an interdisciplinary approach that I enjoy seeing and which is stimulated on all levels within the UvA. The Amsterdam Platform for Privacy Research (APPR), a research institute consisting of more than 60 UvA researchers from such diverse disciplines as philosophy, law, economics, informatics, social sciences and medical sciences, is a prime example of this.

I wish you a productive conference and an enjoyable time in Amsterdam.

Prof. Dymph van den Boom
Rector Magnificus
University of Amsterdam



Conference Program APC2015
APC2015 Sponsors

Diamond Sponsor



Platinum Sponsor



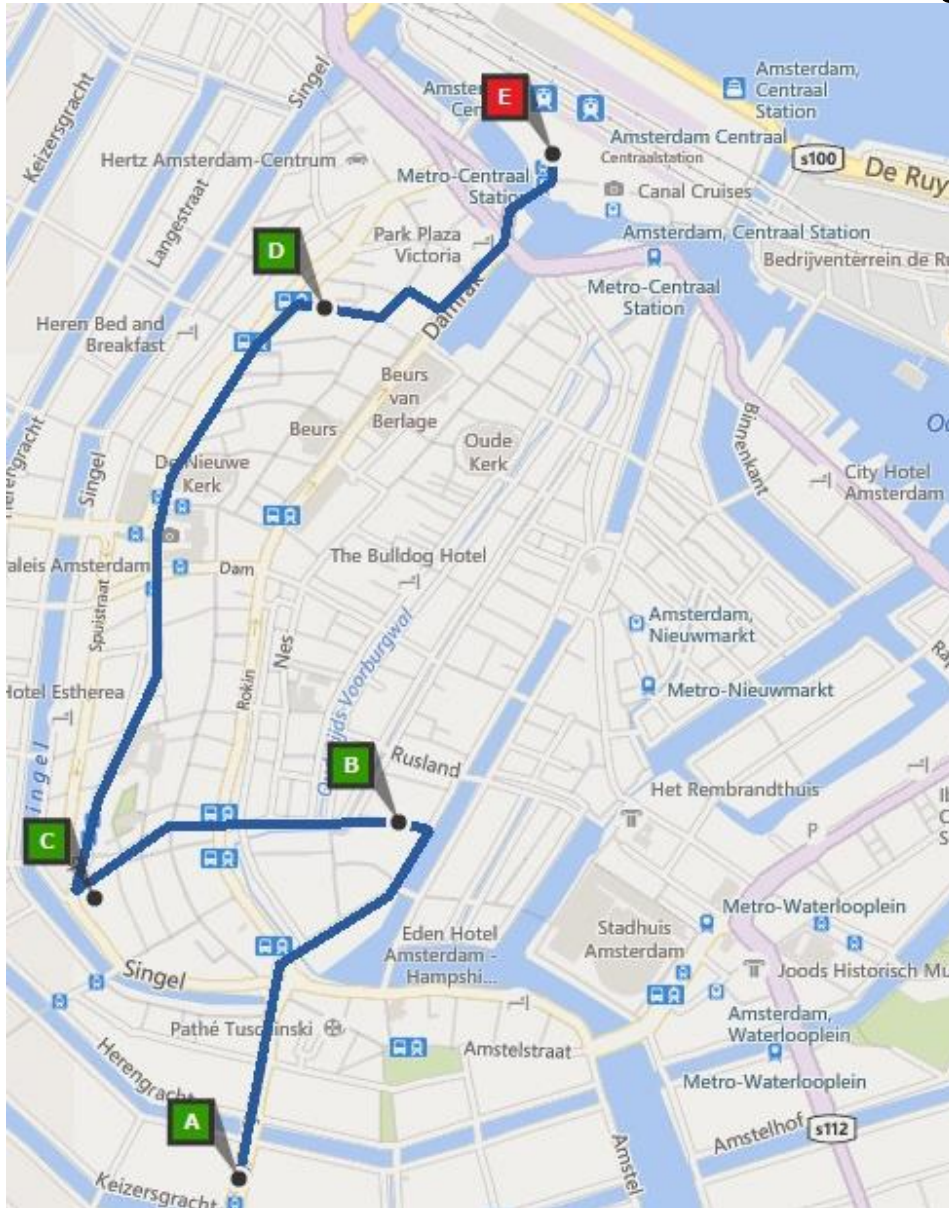
Gold Sponsor



Academic Sponsors



Conference Program APC2015



Locations in Amsterdam

(A) De Bazel

Vijzelstraat 32, 1017 HL Amsterdam

(B) De Oudemanhuispoort

Oudemanhuispoort 4, 1012 CN Amsterdam

(C) Auditorium (Oude Lutherse Kerk)

Singel 411, 1012 WN Amsterdam

(D) Intell Hotel

Nieuwezijds Kolk 19, 1012 PV Amsterdam

(E) Central Station

Stationsplein, 1012 AB Amsterdam

Conference Program APC2015

About APC 2015

The Amsterdam Privacy Conference (APC 2015, www.apc2015.net) is a 4-day conference with interdisciplinarity and social relevance as its spearheads. Topical issues that will take center stage include cloud computing, privacy by design, cookies, the economic value of personal data, social networks, security and anti-terrorism measures, privacy and medical data, consumers' perceptions and appraisal of privacy, privacy regulation and the redefinition of privacy in a rapidly changing information society.

APC 2015 is organized by the Amsterdam Platform for Privacy Research (APPR, www.appr.uva.nl), a group consisting of more than 60 researchers at the University of Amsterdam who are involved with privacy aspects in their daily activities. They approach this topic from different angles, such as law, philosophy, economics, computer science, medicine, communication studies, political science, etc. Through an interdisciplinary approach and joint discussions, the APPR increases both the understanding and awareness of privacy issues.

Internet

Wireless internet is available at the UvA conference locations (UvA Auditorium and Oudemanhuispoort). Your badge bears a username and password that will allow you to access the wireless network. Please search for the 'Eduroam' wireless network and use the login details on your badge. At De Bazel, internet can be accessed via the network: 'Bazelnetwerk'. The password is 'Welcome01'.

Full papers

You can find all full papers on the USB flash drive in your conference bag. This USB also contains the Conference Program, the Book of Abstracts and information about Amsterdam and the conference locations.

Questions & phone numbers

During the conference, you can always put questions to organizing members of APC. They can be easily identified by their shirts (and friendly faces!). A central conference desk will be permanently manned at all locations. If no organizing member is around, or if you have questions before or after conference hours, you can reach the conference staff at: +31 (0)610592140

The emergency telephone number for the police, fire brigade and ambulance service is 112.

To contact the police about a non-urgent matter, call +31 900 8844
Taxi: +31 20 777 7777

Social media

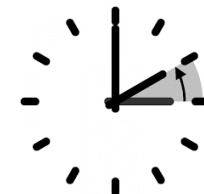
APC2015 is on Twitter using @InfoAPC2015; please use hashtag #privacyweek when you twitter about the conference.

Winter time

25 oct 2015 - Daylight Saving Time Ends

When local daylight time is about to reach
Sunday, 25 October 2015, 03:00:00 clocks are turned backward 1 hour to
Sunday, 25 October 2015, 02:00:00 local standard time instead

Sunrise and sunset will be about 1 hour earlier on 25 oct 2015 than the day before. There will be more light in the morning!



Conference Program APC2015

Amsterdam Privacy Week

From 23-29 October 2015, Amsterdam will be the place to be for privacy and data protection specialist from across the globe as three renowned international privacy conferences have chosen Amsterdam as their location that week. The Amsterdam Privacy Conference 2015 will last from 23-26 October, on 26th the Privacy Law Scholars Conference (PLSC) will organize 24 paper panels at the conference venue of APC2015, and from 26-29 October, the 37th International Data Protection and Privacy Commissioners Conference will take place. One week, three international privacy conferences! In addition, on the evening of the 28th, the Big Brother Awards will take place.

APC2015

This unique interdisciplinary conference is taking place October 23-26 at the intimate venue of the Oudemanhuispoort and the Bazel in the heart of Amsterdam, the Netherlands. It is organized by the Amsterdam Platform for Privacy Research (APPR), an initiative of the University of Amsterdam with active participants from such diverse disciplines as philosophy, law, economics, informatics, social sciences, medical sciences and media sciences. APC 2015 will bring together leading experts in the field of privacy who will formulate, discuss and answer the challenging privacy questions that lie ahead of us. APC 2015 is the follow up of the highly successful Amsterdam Privacy Conference 2012 (www.apc2012.org). APC2015 will consist of four conference days. Friday being a public event, Saturday and Sunday the main conference days and Monday the special events day. The conference is roughly divided in seven themes. These are (1) Privacy and security, (2) Privacy and the information society, (3) Privacy and healthcare, (4) Privacy and technology, (5) Commercial value of privacy, (6) Transformation of the public space and personalized communication and (7) The value and ethics of privacy.



PLSC

PLSC will host 24 paper sessions at APC2015 on Monday the 26th of October 2015. PLSC assembles privacy law scholars and practitioners from around the world to discuss current issues and foster greater connections between academia and practice. It brings together privacy law scholars, privacy scholars from other disciplines (economics, philosophy, political science, computer science), and practitioners (industry, legal, advocacy, and government).

Conference Program APC2015



PLSC is a paper workshop. There are no published proceedings, and after the event, papers are not available. Because authors' drafts are works in progress, we do not publicly release these writings, nor do we publicize them (no Tweeting, blogging, etc.), as authors' ideas are often inchoate and need incubation for full development. At PLSC, papers workshops are led by a "commenter" who facilitates a discussion among participants on an author's paper. Authors are encouraged to participate in "listening" mode. There are no panels or talking head events at PLSC. All participants are expected to read and be prepared to discuss one paper per session (usually a total of 8 papers), and thus PLSC requires significant preparation. We recommended that participants devote 1.5 to 2 days of reading to prepare prior to the conference.

37th International Data Protection and Privacy Commissioners Conference

The 37th International Data Protection and Privacy Commissioners Conference is the Conference for privacy commissioners from over the world. It is held annually. In 2015, it will be organized by the Dutch Data Protection Authority. It will take place in Amsterdam from 26-29 October 2015.

Website: <https://www.privacyconference2015.org/>

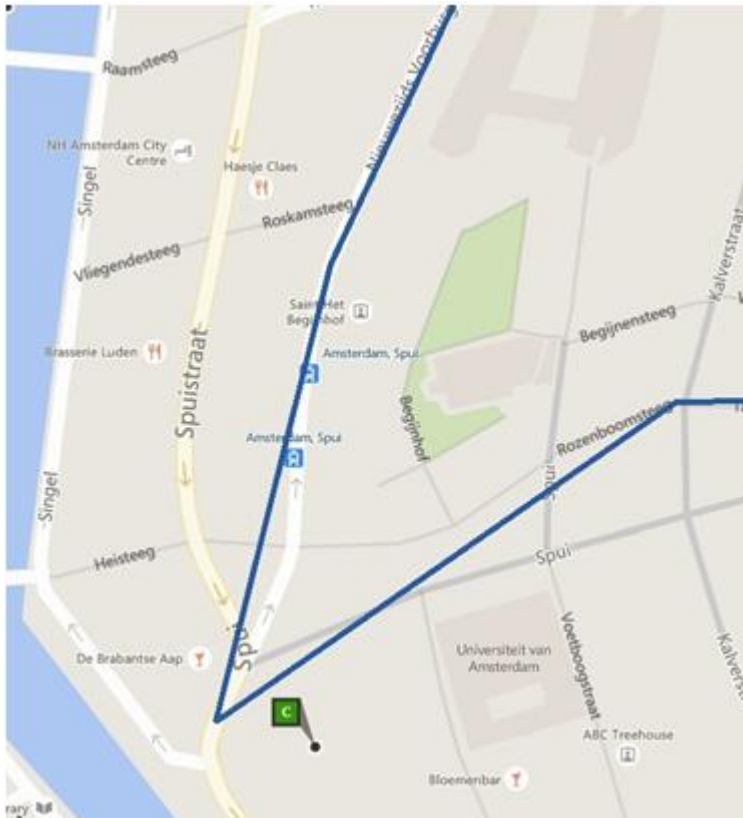


Big Brother Awards

Bits of Freedom invites you to the Dutch Big Brother Awards on October 28 in the Stadsschouwburg Amsterdam, the classical theater venue in the heart of the city center. This event will be translated and/or subtitled for non-Dutch speakers. Every year, the Big Brother Awards pays tribute to the creme de la creme of privacy offenders. Individuals, corporations and governments who have distinguished themselves the past year by grossly infringing on citizens' privacy and freedom have a shot at taking home either the Audience Award or the Expert Award. Hereby Bits of Freedom asks your attention for the state of affairs concerning the right to privacy in the Netherlands. The next Big Brother Awards will take place on Wednesday October 28, 2015 at the Stadsschouwburg Amsterdam. Leading up to the Awards, the audience has the opportunity to nominate candidates. Those who get the most mentions will make up the shortlist and be in the run for the Audience Award. From this shortlist, the audience chooses the final winner. Additionally, an Expert Award is presented in order to draw attention to privacy infringements that may not have received as much consideration in the media or from the larger audience. Bits of Freedom relies on academics, columnists, activists and professionals to put forward nominees. The winners of the 2014 Dutch Big Brother Awards were the Minister of Security and Justice Ivo Opstelten (Audience Award) and the Dutch Schools (Expert Award).

Conference Program APC2015

Friday 23 October 2015



Oude Lutherse Kerk

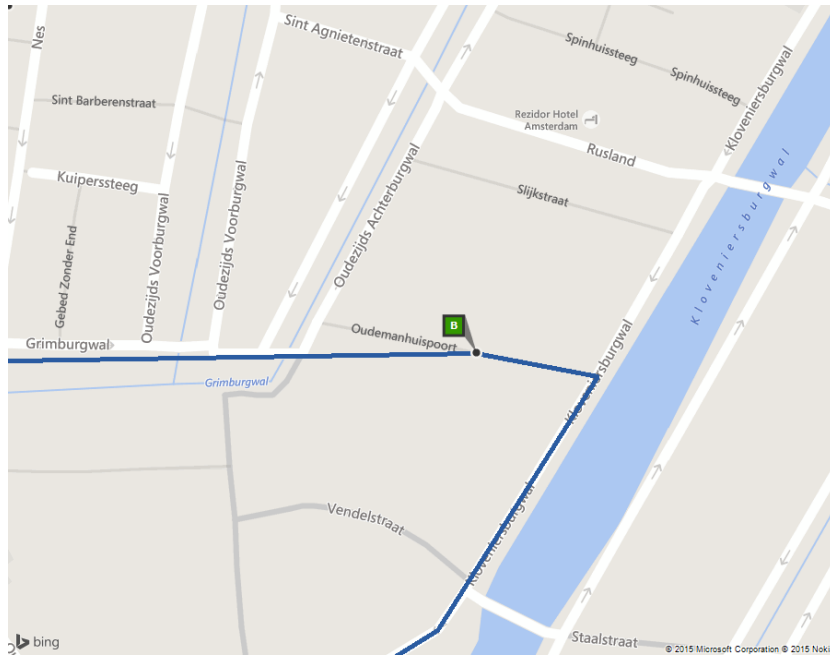
Singel 411

1012 WN Amsterdam

14.00 – 14.30	Registration and reception
14.30 – 14.50	<p>Opening speeches</p> <p>Beate Roessler</p> <p>Dymph van den Boom</p>
14.50 – 15.10	<p>Guest of honor</p> <p>Ronald Plasterk</p>
15.10 – 15.30	<p>Guest of honor</p> <p>Max Schrems</p>
15.30 – 16.00	<p>Keynote speech</p> <p>Julie Brill:</p> <p><i>The future of privacy and data security, particularly with respect to the Internet of Things</i></p>
16.00 – 16.45	<p>Panel Discussion & Q&A with the audience</p> <p>Moderator</p> <p>Nico van Eijk</p>
16.45 – 18.00	<p>Reception</p>

Conference Program APC2015

Saturday 24 October 2015



Oudemanhuispoort

Oudemanhuispoort 4

1012 CN Amsterdam

08.30-09.00 Central hall	09.00-10.30 D0.08	10.30-10.45 Central hall
Coffee and tea	Keynote session Topic: Privacy in the healthcare sector Keynotes: Anita Allen <i>The Path to Privacy and Health Care: Barriers in the Road</i> Latanya Sweeney <i>Must Intoxicating Technology be Toxic for Privacy?</i> Moderator: Ronald Leenes	Break

Conference Program APC2015

10.45-12.45 C.2.23	10.45-12.45 C.0.23	10.45-12.45 D.1.18b	10.45-12.45 C.1.17	10.45-12.45 C.1.05
<p>Privacy and Security I</p> <p><i>Mass Surveillance and Privacy</i></p> <p>Coudert: Pre-crime police is not for 2054, it's for now</p> <p>Eijkman: Blanket mass surveillance and civil rights groups</p> <p>Kosta: GCHQ mass surveillance and the European Court of Human Rights</p> <p>Fazlioglu: Minding the gap: legal limitations on data retention in the European Union and the United States</p>	<p>Privacy and the Information Society I</p> <p><i>The Right To Be Forgotten</i></p> <p>Yan: Protecting the right to be forgotten: Is mainland China ready?</p> <p>O'Hara & Shadbolt: The Right to be Forgotten</p> <p>Ausloos & Kuczerawy: From Notice-and-Takedown to Notice-and-Delist: Implementing Google Spain</p> <p>Allen: Remembering and Forgetting – Protecting Privacy Rights in the Digital Age</p>	<p>Value and Ethics of Privacy I</p> <p><i>Privacy & Emerging Technologies</i></p> <p>Ishmaev: MEMS sensor enhanced biometric information systems</p> <p>Kuiper: Drones and the Attack on the Value of Privacy</p> <p>Lanzing: The Quantified Self</p> <p>Molitorisz: Kant, consent and internet privacy</p>	<p>Privacy and Technology I</p> <p><i>Privacy implications of new technology</i></p> <p>De Mooy: Towards Privacy-Aware Research and Development in Wearable Health</p> <p>Lutz & Tamo: RoboCode ethicists</p> <p>Kamocki et al.: All your data are belong to us</p> <p>Newell: Freedom of Information (FOI) as Sousveillance</p>	<p>Privacy and Healthcare I</p> <p><i>Privacy and research</i></p> <p>Langer: Biomedical progress vs. privacy?</p> <p>Mostert et al.: Big Data in Medical Research within the EU Data Protection Framework</p> <p>Konnoth: Health information taxation</p> <p>Schmietow: A new report from the Nuffield Council on Bioethics</p>
10.45-12.45 C.1.23	10.45-12.45 D.1.18a	10.45-12.45 A1.01	10.45-12.45 A.009	10.45-12.45 C.2.05
<p>Commercial Value of Privacy I</p> <p><i>Advertising and commercial value</i></p> <p>Roosendaal & Nieuwenhuis: Nuancing the Privacy Paradox in Commercial Contexts</p> <p>Breuer et al.: Personal Data Value Networks</p> <p>Wottrich et al.: The Role of Consumer Privacy Concerns in Advergame Effectiveness</p> <p>Lange: Automated decision-making</p>	<p>Special paper session</p> <p><i>New technologies, new challenges</i></p> <p>Bronfman: I'm Ready for My Close-Up, Mr. Spielberg</p> <p>Ghorai et al.: European health Data Privacy & eID rules in aged care coordination</p> <p>Tilanus: Opt-in, opt-out and bail-out: Privacy in new approaches to mental healthcare</p> <p>Groenewoud: Privacy and survey research</p>	<p>Panel proposal by: Irion</p> <p><i>End-users at the mercy of the cloud and the future role of public policy</i></p> <p>De Filippi: The advent of cloud computing</p> <p>Karanasiou: the concept of autonomy and the challenges posed in the era of automation</p> <p>Irion: the implications of cloud computing for individuals' digital information</p> <p>Cohen: Distributed architectures and their associated legal-institutional accommodations</p>	<p>Panel proposal by: Facebook</p> <p><i>The Data Driven Economy - Balancing Sustainable Growth and Information Privacy</i></p> <p>Moderator: Stephen Deadman</p>	<p>Personalized Communication and Transformation of the Public Sphere I</p> <p><i>Personalised Communication</i></p> <p>Zuiderveen Borgesius et al.: Should we worry about filter bubbles?</p> <p>Stevenson & Pasek: Desire for Content Personalization</p> <p>Ochs: Under Digital Pressure</p>

Lunch 12.45-13.45

Conference Program APC2015

13.45-15.45 C.2.23	13.45-15.45 C.0.23	13.45-15.45 D.1.18b	13.45-15.45 C.1.17	13.45-15.45 C.1.05
<p>Privacy and Security II</p> <p><i>Public perception</i></p> <p>Ooms et al.: A Charlie Hebo effect?</p> <p>LaRose et al.: Generational Differences in Online Safety Protection Motivation</p> <p>Bouche et al.: Malicious administrators, breakout exploits</p> <p>Eijkman: Public Perception of blanket communications surveillance</p>	<p>Privacy and the Information Society II</p> <p><i>User Behaviour on the Internet</i></p> <p>Rodriguez et al.: Alternative ways of nudging privacy</p> <p>Popescu et al.: User Empowerment for Enhanced Online Presence Management</p> <p>Norcie & Camp: The Price Of Privacy</p> <p>Wottrich et al.: The Effects of Consumer Educational Programs on Consumer Perceptions of Online Behavioral Advertising and Cookies</p>	<p>Value and Ethics of Privacy II</p> <p><i>Definitions & Theory</i></p> <p>Mai: The meaning of personal information</p> <p>Stahl: What is wrong with government surveillance</p> <p>Veliz: On Privacy and the Right to Privacy</p> <p>Moore: Why privacy and accountability trump security</p>	<p>Privacy and Technology II</p> <p><i>Privacy by design</i></p> <p>Jasserand: Privacy by Design and the principle of purpose limitation</p> <p>Tsormpatzoudi & Coudert: Technology providers' responsibility in protecting privacy... dropped from the sky?</p> <p>Zimmermann: A Categorization of Transparency-Enhancing Technologies</p> <p>Gurses et al.: Engineering Privacy by Design Reloaded</p>	<p>Privacy and Healthcare II</p> <p><i>Sharing/accessing medical data</i></p> <p>Noordende: (First) experiences with a "privacy-by-design" health information exchange system</p> <p>Belfrage & Östervall: What is at stake?</p> <p>Frank: Should our physicians know all?</p> <p>Kenny & Connolly: Measuring Citizens' Health Information Privacy Concerns (HIPC)</p> <p>Wan & Alagar: Mhealth Security and Privacy: context-aware solutions</p>
13.45-15.45 C.1.23	13.45-15.45 D.1.18a	13.45-15.45 A1.01	13.45-15.45 A.009	13.45-15.45 C.2.05
<p>Commercial Value of Privacy II</p> <p><i>Data analyses and privacy</i></p> <p>Zuiderveen Borgesius: Online price discrimination</p> <p>Selkälä: Commodifying Metadata</p> <p>Majcher: The enforcement of EU Competition Law in the personal data economy</p> <p>Akram et al.: The Philosophy, Ethics and Economics of User-Centric Privacy</p>	<p>Panel proposal by: Kosta</p> <p><i>CryptoWars II and the rule of law</i></p> <p>Bernstein: crypto and the US Constitution</p> <p>Preneel: Cryptographic standards and devices: failed to deliver</p> <p>Koops: Historical Lessons from the Crypto Wars</p> <p>Hildebrandt: The Key to Security under the Rule of Law</p> <p>Hoepman: Revocable privacy & the crypto wars</p>	<p>Panel proposal by: Palantir</p> <p><i>Flash Workshop on Right to be Forgotten</i></p> <p><u>Open only to those who applied and were invited</u></p> <p>Moderators: Lance Hoffman & John Grant</p>	<p>Panel proposal by: Mokrosinska</p> <p><i>Privacy and Democratic Politics</i></p> <p>Seubert: Privacy and Democratic Social Capital</p> <p>Lever: Privacy and community</p> <p>Räikkä: Privacy and the Norms of Civility</p>	<p>Personalized Communication and Transformation of the Public Sphere II</p> <p><i>Transformation of the public</i></p> <p>Hoffmann et al.: Privacy Cynicism</p> <p>Jaatinen: Open Data Initiatives</p> <p>Medzini: In the Search for Effective Individual Action to Combat Revenge Porn</p> <p>Nelson: Internet, Human Agency and Moral Responsibility</p>

Conference Program APC2015

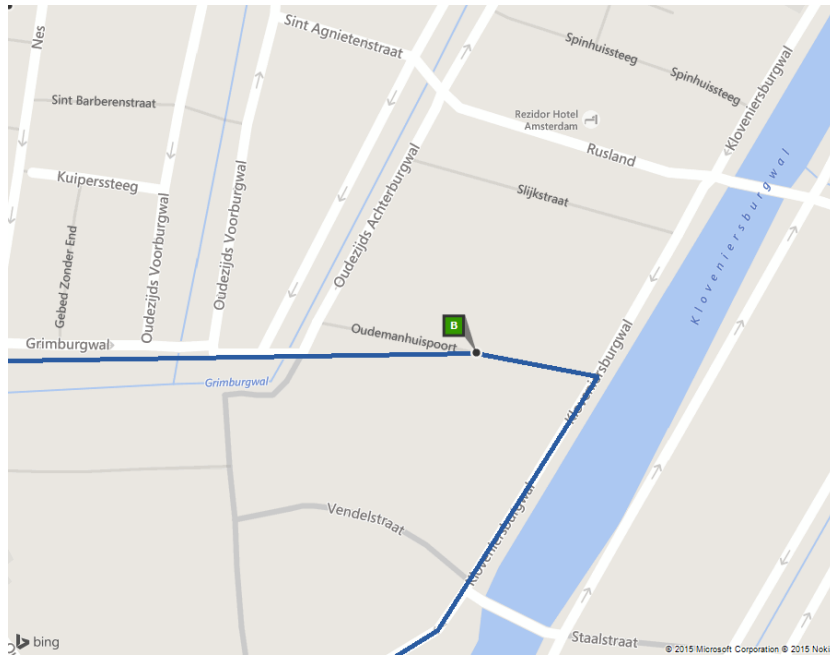
Break 15.45-16.00 (Central Hall)

16.00-18.00 C.2.23	16.00-18.00 C.0.23	16.00-18.00 D.1.18b	16.00-18.00 C.1.17	16.00-18.00 C.1.05
<p>Special paper session <i>Privacy and identity</i></p> <p>Bailey: How the online environment, social norms and law shape girls' lives</p> <p>Burkell: Big Data, Individual Identity, and The Psychological Necessity Of Forgetting</p> <p>Lindroos: What is personal about personal data?</p> <p>Van der Geest: Lying in defence of privacy: Anthropological observations</p>	<p>Panel proposal by: Van Eeoud <i>When open data meets personal data</i></p> <p>Van Eeoud: Legal challenges of reconciling open data policy and data protection interests</p> <p>Rogers & Gray: Mapping the public debate on open data and privacy issues</p> <p>Panel discussion with: Stefania Milan, Linnet Taylor, Jonathan Gray, Richard Rogers, Mireille van Eeoud</p> <p>Moderator: Helen Nissenbaum</p>	<p>Panel proposal by: Zevenbergen <i>Philosophy meets Internet Engineering: Examining and Aligning Ethics Reasoning and Legal Underpinnings</i></p>	<p>Special paper session <i>Privacy and Bodily Information</i></p> <p>Hallich: Sperm donation and the right to privacy</p> <p>Louk: On information, deciding and controlling</p> <p>Sutrop: How to avoid a dichotomy between autonomy/privacy and beneficence in medical ethics?</p>	<p>Special paper session <i>Regulation & enforcement of privacy</i></p> <p>Van de Pas & Van Bussel: Embedding Privacy in ICT architectures</p> <p>Peeters & Pulls: Regaining the end-users' trust with transparency enhancing tools</p> <p>Kosa et al.: Privacy Impact Assessments</p>
16.00-18.00 C.1.23	16.00-18.00 D.1.18a	16.00-18.00 A1.01	16.00-18.00 A.009	16.00-18.00 C.2.05
<p>Special workshop by: Davies <i>Mock Trial</i></p>	<p>Panel proposal by: Oostveen <i>Automation & identification in border control</i></p> <p>Van der Ploeg & Kloppenburg: Biometrics in Border Management</p> <p>Dijstelbloem: Realizing recalcitrance</p> <p>Boehm: Consequences of DRD judgment for the EES and RTP initiatives</p> <p>Dimitrova et al.: Automated border control, privacy, and data protection</p>	<p>Panel proposal by: Caggemini <i>Securing the Internet of Things Opportunity: Putting Cybersecurity at the Heart of the IoT</i></p> <p>Presenter: Melle van den Berg Panel moderator: Erik Hoorweg</p> <p>Panel members: Wilma van Dijk Marleen Stikker Melle van den Berg Johan Rambi</p>	<p>Continuation panel proposal by: Mokrosinska</p> <p>Mokrosinska: Why Democratic States Have No Right to Privacy, But May be Entitled to Secrecy</p> <p>Roberts: Democratising Privacy</p> <p>Poama & Vica: Privacy, Democracy and the Bounds of Informational Justice</p>	<p>Panel proposal by: Google <i>Privacy and future challenges</i></p> <p>An exclusive one hour fireside chat with</p> <p>Peter Fleischer (Google's Global Privacy Counsel)</p>

18.00-22.00
Boot & Diner

Conference Program APC2015

Sunday 25 October 2015



Oudemanhuispoort
Oudemanhuispoort 4
1012 CN Amsterdam

08.30-09.00 Central Hall	09.00-10.30 D0.08	10.30-10.45 Central Hall
Coffee and tea	Keynote session Privacy and Security in the Cyberage Keynotes: Amitai Etzioni <i>Privacy in a Cyber Age</i> Deirdre Mulligan <i>The Coming Design Wars</i> Moderator: Peter Schaar	Break

Conference Program APC2015

10.45-12.45 C.2.23	10.45-12.45 C.0.23	10.45-12.45 D.1.18b	10.45-12.45 C.1.17	10.45-12.45 C.1.05
<p>Panel proposal by: Personalised Communication Project (Amsterdam)</p> <p><i>Profiling and targeting in the news sector</i></p> <p>Neil Thurman Neil Richards Maurits Martijn Judith Möller</p> <p>Moderator: Natali Helberger</p>	<p>Privacy and the Information Society III</p> <p><i>Privacy Norms and the Future</i></p> <p>Purtova: Personal data commons: beyond privacy and data protection</p> <p>Katell: Do Privacy and Privilege Converge?</p> <p>Barocas: Leaps and Bounds: Toward a Normative Theory of Inferential Privacy</p>	<p>Value and Ethics of Privacy III</p> <p>Panel proposal by: Steeves</p> <p><i>The Privacy Implications of Surveillant Immersion</i></p> <p>Bailey: Gendering Big Brother</p> <p>Burkell: Reasonable Expectations?</p> <p>Steeves: Pretty and Just a Little Bit Sexy, I Guess</p> <p>Regan: Girls & Online Drama</p>	<p>Privacy and Technology III</p> <p><i>Privacy management solutions</i></p> <p>Doyle: Obfuscation and Strict Online Anonymity</p> <p>Toli & Preneel: Biometric Solutions as Privacy Enhancing Technologies</p> <p>Polonetsky & Tene: Moving the Needle on De-identification</p> <p>Baarslag et al.: Negotiating Mobile App Permissions</p>	<p>Privacy and Healthcare III</p> <p>Panel proposal by: Kamphof</p> <p><i>Re-articulating privacy</i></p> <p>Swierstra: Analyzing Technomoral Change</p> <p>Kamphof: Securing privacy. On activity monitoring in homecare</p> <p>Weingartz: Take this pill!</p> <p>Sharon: From care to big biomedical data</p>
10.45-12.45 C.1.23	10.45-12.45 D.1.18a	10.45-12.45 A1.01	10.45-12.45 A.009	10.45-12.45 C.2.05
<p>Commercial Value of Privacy III</p> <p><i>Privacy and networks</i></p> <p>Nolte et al.: Social Network Services' Market Structure and its Influence on Privacy</p> <p>Rhoen: Privacy: The cost of doing business</p> <p>Viterbo: Freedom of contract and commercial value of personal data</p> <p>Cecere et al.: Which Web Users read and understand Privacy Policies?</p>	<p>Special paper session</p> <p><i>Empirical perspectives on privacy I</i></p> <p>Pruulmann-Vengerfeldt & Murumaa-Mengel: Digital literacy in understanding Estonians' personal privacy preserving strategies</p> <p>Rothmann: Visual Privacy and the Assessment of the Data Subject's Right of Access</p> <p>Quinn & Papacharissi: Why We Share</p> <p>Omrani & Soulié: Contextual Privacy' and Online Privacy Concerns</p> <p>Manant et al.: Facebook as a source of information for recruiters</p>	<p>Panel proposal by: Taylor</p> <p><i>Group privacy: the challenge of new technologies</i></p> <p>Eijkman: Political accountability</p> <p>Pagallo: The Group, the Private, and the Individual</p> <p>O'Hara & Robertson: Social Machines as an Approach to Group Privacy</p> <p>Letouze: Availability of (anonymised) mobile phone data</p> <p>Mantelero: From group privacy to collective privacy</p>	<p>From the bookshelf to the battlefield: Two books transforming privacy discourse</p> <p>Privacy on the Ground: Driving Corporate Behavior in the United States and Europe, by Kenneth A. Bamberger and Deirdre K. Mulligan (October 2015)</p> <p>Obfuscation: A User's Guide for Privacy and Protest, by Finn Brunton and Helen Nissenbaum (September 2015)</p> <p>With the authors Kenneth Bamberger, Deidre Mulligan & Helen Nissenbaum</p> <p>With comments by Julie Brill</p>	<p>Personalized Communication and Transformation of the Public Sphere III</p> <p>Panel proposal by: Koops & Timan</p> <p><i>Privacy Bubbles in Public Space</i></p> <p>Trottier: Digital Vigilantism</p> <p>Hoofnagle: Privacy in Public and the Mosaic Theory</p> <p>Galič: The Making of Public Space in a Networked Age</p> <p>Nagenborg: Privacy in public: a legal-theoretical perspective</p>
Lunch 12.45-13.45				

Conference Program APC2015

13.45-15.45 C.2.23	13.45-15.45 C.0.23	13.45-15.45 D.1.18b	13.45-15.45 C.1.17	13.45-15.45 C.1.05
<p>Privacy and Security III</p> <p><i>Conceptual issues regarding privacy & security</i></p> <p>Rubinstein & Hartzog: Anonymization and the information society</p> <p>Steinfeld: The surveillance society</p> <p>Kehr et al.: Privacy Through Multiple Lenses</p> <p>Raab: Revisiting Security and Privacy</p>	<p>Privacy and the Information Society IV</p> <p>Panel by Barocas & Zuiderveen Borgesius</p> <p><i>Online Price Discrimination: Good or Bad?</i></p> <p>Solon Barocas (moderator)</p> <p>Speakers:</p> <p>Frederik Zuiderveen Borgesius Julie Brill Colin Bennett Chantal Mak</p>	<p>Value and Ethics of Privacy IV</p> <p><i>Property and Cross-cultural</i></p> <p>Weber: Privacy: an Institutional Fact</p> <p>Wilson: What's So Private About Private Property?</p> <p>Arora et al.: Slumdog romance, politics, and surveillance</p> <p>Sanders: Reconciling Arab Notions of Privacy With An Evolving Journalistic Culture: Can They Co-Exist in the MENA Region?</p>	<p>Privacy and Technology IV</p> <p>Panel by Klous & Bolhassing</p> <p><i>Law enforcement technology and privacy</i></p> <p>Participants: Lokke Moerel, Arno Lodder, Edo Roos Lindgreen</p> <p>Moderator: Jeffrey Bholasing</p> <p>+ 2 papers</p> <p>Wisman: eCall and the quest for effective protection of the right to privacy</p> <p>Newell: Police-Worn Body Cameras and Collateral Visibility</p>	<p>Privacy and Healthcare IV</p> <p>Panel proposal by: Seelen, Van der Velde & Bonthuis</p> <p><i>Access to electronic patient data based on Dutch Act of Medical Treatment</i></p> <p>And three papers:</p> <p>Klingenberg & Vonk: Towards a radical critique of legal concepts</p> <p>Gantchev: Data protection in German social security and healthcare sector</p> <p>Bonthuis: Privacy issues by the exchange of health care data</p>
13.45-15.45 C.1.23	13.45-15.45 D.1.18a	13.45-15.45 A1.01	13.45-15.45 A.009	13.45-15.45 C.2.05
<p>Panel proposal by: Grafenstein</p> <p><i>Big Data and data protection law: A search for regulation exemplified on the principle of purpose limitation</i></p> <p>Workshop</p>	<p>Special paper session</p> <p><i>Empirical perspectives on privacy II</i></p> <p>Van Velzen et al.: Privacy Transparency in Sensor-Based Applications</p> <p>Grajales: Privacy, Risk Perception, and SNS User Behavior</p> <p>Noort et al.: Online Privacy covered by Western Newspapers</p> <p>Schiphof: Ethics of journalism: privacy and reputation of deceased</p>	<p>Panel proposal by: Barnes</p> <p><i>The Privacy of Public figures</i></p> <p>Bennett: The Instrumental Value of Children's Privacy</p> <p>Coe: A seismic shift? An evaluation of the impact of new media on perceptions of freedom of expression and privacy</p> <p>Wragg: Sporting figures, their 'societal duties' and its effect on their privacy rights</p> <p>Hughes: Public Figures and the Role of the European Court of Human Rights</p>	<p>Panel proposal by: Gellert & Lynskey</p> <p><i>Data protection, regulation, and risk: how did we get there and where are we going?</i></p> <p>Chairing: Lynskey</p> <p>Gellert: Data protection and risk regulation</p> <p>Bellamy: Data protection risk frameworks and assessment methodologies</p> <p>Hijmans: The regulator's perspective</p> <p>Maria Weimer: discussant</p>	<p>Personalized Communication and the Transformation of the Public Sphere IV</p> <p>Panel by Poell, Pierson & Helberger</p> <p>Social media and shifting borders of public, private and corporate space</p> <p>Panel members: Natali Helberger (law)</p> <p>Thomas Poell & Jo Pierson (media and communication studies)</p> <p>Beate Roessler (philosophy)</p> <p>Justus Uitermark (sociology)</p>

Conference Program APC2015

Afternoon program

15.45-16.00 Centrall Hall	16.00-17.30 D.0.08
Break	<p data-bbox="1301 427 1464 448">Keynote session</p> <p data-bbox="1272 480 1496 501">Privacy and anonymity</p> <p data-bbox="1330 536 1435 557">Keynotes:</p> <p data-bbox="1267 592 1503 643">Gabriella Coleman <i>The State of Anonymous</i></p> <p data-bbox="1106 678 1664 729">Ashkan Soltani <i>Varying Degrees of Anonymity in the Digital Marketplace</i></p> <p data-bbox="1323 764 1442 785">Moderator:</p> <p data-bbox="1285 820 1480 841">Edo Roos Lindgreen</p>

Evening program (open to the general public)

20.00-22.00 D.0.08
<p data-bbox="913 1171 1357 1192">Panel with Simon Davies & William Binney</p> <p data-bbox="1048 1227 1223 1248"><i>A Good American</i></p>

Conference Program APC2015

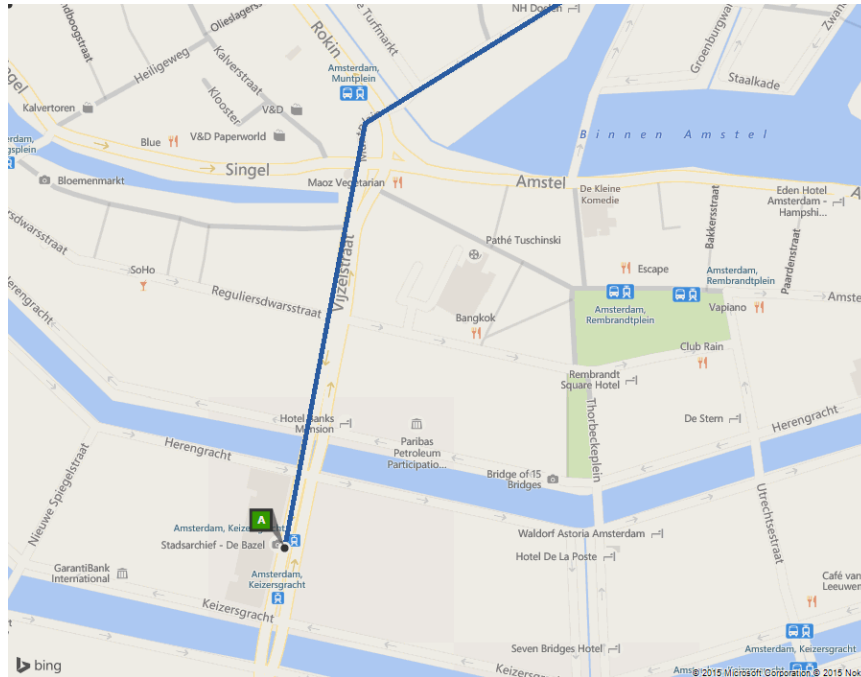
Monday 26 October 2015

APC2015

APC2015 will continue on Monday 26 October in the Bazel. APC2015 will be joined by PLSC Amsterdam that day. The Privacy Law Scholars Conference will organize 24 paper sessions, lasting 75 minutes each. APC2015 will also continue to organize panels and paper sessions on Monday.

PLSC Amsterdam

PLSC assembles privacy law scholars and practitioners from around the world to discuss current issues and foster greater connections between academia and practice. It brings together privacy law scholars, privacy scholars from other disciplines (economics, philosophy, political science, computer science), and practitioners (industry, legal, advocacy, and government). PLSC is a paper workshop. At PLSC, papers workshops are led by a "commenter" who facilitates a discussion among participants on an author's paper. Authors are encouraged to participate in "listening" mode. There are no panels or talking head events at PLSC. All participants are expected to read and be prepared to discuss one paper per session, and thus PLSC requires significant preparation. We recommended that participants devote 1.5 to 2 days of reading to prepare prior to the conference.



De Bazel
Vijzelstraat 32
1017 HL Amsterdam

From 08.30-09.00 Coffee and tea will be served in the Entrance Hall of de Bazel

Conference Program APC2015

09.00-10.00 Pallisander Room	09.00-10.00 King's Room	09.00-10.00 Coromandel Room	09.00-10.00 Merbau Room	09.00-10.00 Seraya Room	09.00-10.00 Italian Room
<p>Privacy and Technology V</p> <p><i>Internet and privacy</i></p> <p>Rachovitsa: Informal International Law-Making and 'Privacy by Design'</p> <p>Volkman: Privacy impact assessment beyond the "virtual strip search"</p>	<p>Big Data and Privacy</p> <p>Sax: Big Data: Finders Keepers, Losers Weepers - Uncovering the Hidden Assumptions of the Big Data Movement</p> <p>Oostveen: Big data: reined in through data protection?</p>	<p>The position of the user in the new technological environment</p> <p>Alben: Technology and privacy: A deal with the devil?</p> <p>Serrano Tellería: Mobile Communication: Liquid Spheres or Constellations?</p>	<p>Panel proposal by: Zwenne & Oosterbaan</p> <p><i>Privacy and online education – top-down vs bottom-up</i></p>	<p>Privacy and Social Networks</p> <p>Llorca-Abad & Cano-Orón: SNS as a Data Networking Service: not clients, but products</p> <p>Hosseini: Modern hegemony of minds through social networks</p>	<p>Panel proposal by: Petronio</p> <p><i>Diagnosing Triggers of Privacy Turbulence Using Communication Privacy Management Theory</i></p> <p>Panel Moderator: Bantz Petronio: From Murkiness to Clarity</p> <p>Terry: Mapping CPM to Contemporary Data Protection Challenges</p> <p>Child: "Don't Show Anyone that Text Message!"</p>

09.00-10.45 Juffrouw van Eeghen	09.00-10.45 Bodeplein	09.00-10.45 Wagenaarkamer	09.00-10.45 Kleine Directiezaal
<p>Panel proposal by: Martijn</p> <p><i>A journalistic project to uncover the inherent risks of a society where citizens and consumers are being constantly scored</i></p>	<p>Privacy and Security IV</p> <p><i>Case studies in regard to privacy and security</i></p> <p>Monteleone & Bonici: Integrated speech recognition for law enforcement purposes and privacy by design</p> <p>Vainio & Miettinen: Legislative and judicial reactions to Digital Rights Ireland</p> <p>González Fuster: Push, pull, let it flow: Push, pull, let it flow: Un-mapping transatlantic personal data transfers</p>	<p>Privacy and the Information Society V</p> <p><i>Privacy and the Freedom to Receive and Impart Information</i></p> <p>Phillipson: The 'public interest' in invading privacy</p> <p>Chen: Privacy Protection and Freedom of information in China</p> <p>Korenhof & Gorzeman: Who is censoring who?</p> <p>Douglas: Doxing: A Conceptual Analysis</p>	<p>Privacy, Education and Youth</p> <p>De Haan & Rebel: Behavior and attitude of youngsters, aged between 12~18, towards their online privacy Privacy and Identity</p> <p>Montgomery & Chester: Fair Marketing and Privacy Principles for Youth in the Big Data Era</p> <p>Skaaltveit: How to talk to youngsters about privacy</p>

Conference Program APC2015

10.45-11.00

Break (Hall 3rd floor)

11.00-12.45 Juffrouw van Eeghen	11.00-12.45 Bodeplein	11.00-12.45 Wagenaarkamer	11.00-12.45 Kleine Directiezaal
<p>Panel proposal by: Palantir</p> <p><i>Results of the Experimental Interdisciplinary Flash Workshop on the Right to be Forgotten</i></p> <p>Moderators: Lance Hoffman & John Grant</p>	<p>Privacy and the Information Society VI</p> <p><i>Terms & Conditions and SNS</i></p> <p>Siibak & Suder: Being an employee 24/7</p> <p>Pierson & Heyman: Digital seepage and black-boxed disempowerment in Facebook</p> <p>Zingales et al: "Unreasonable" v. "unfair" data processing</p>	<p>Privacy and the Information Society VII</p> <p><i>New Privacy Problems and Solutions</i></p> <p>Pagallo: Roboprivacy and the Law</p> <p>Hannes & Helman: Corporate Solution for privacy problem</p> <p>Verhenneman: Convention 108: the international standard for data protection to come?</p>	<p>Panel proposal by: Kreknin</p> <p><i>Methodological and Theoretical Reflections on Interdisciplinary Privacy Research</i></p> <p>Kreknin & Hofmann: Values and Challenges of Interdisciplinary Privacy Research</p> <p>Von Lewinski: Data Protection as a Bimetallic Strip of Five Layers</p> <p>Panel Discussion</p>

12.45-13.45

Lunch (Entrance Hall)

13.45-16.15 Juffrouw van Eeghen	13.45-16.15 Bodeplein	13.45-16.15 Wagenaarkamer	13.45-16.15 Kleine Directiezaal
<p>Value and Ethics of Privacy V</p> <p><i>Special issues in ethics of privacy</i></p> <p>Badrul et al.: Public employees' understanding of the concept of personal information and privacy</p> <p>Kudina: Moral mediation of privacy</p> <p>Orru: Privacy, perceptions, and the social consequences of surveillance</p> <p>Perry & Roda: Privacy by design is a technical concept that raises complex ethical issues</p> <p>Popescu & Baruh: Consumer surveillance and risk of harm in the age of big data: An ethical analysis</p>	<p>Special paper session</p> <p><i>Conceptualising and understanding privacy</i></p> <p>Vacaru et al.: A survey of privacy research on the effects of transparency on consumer attitudes and behavior</p> <p>Richardson & Thomas: Trading on confusion</p> <p>Kamminga: Moral Content of the Concept of Privacy</p> <p>Kapsner & Sandfuchs: Privacy Nudges</p>	<p>Special paper session</p> <p><i>Legal perspectives on privacy</i></p> <p>Fialova: Privacy, Data Protection and the RFID Application in Health Care</p> <p>Van Alsenoy & Koekkoek: The right to be delisted in a global information society</p> <p>Thaw: (Cybersecurity) Stove piping</p> <p>Hoven van Genderen: Paper on the intrusion of privacy by government</p>	<p>Continuation panel proposal by: Kreknin</p> <p><i>Forms, Functions, Transformations: Privacy Research at the University of Passau</i></p> <p>Krause: On Relationships. Rethinking the Correlation of Intimacy and Privacy</p> <p>Helm: Privacy as Social Practice</p> <p>Beyvers: The Data Subject's Consent in the Context of Social Online Networks: Valuable Privacy Tool or Idle Ornament?</p> <p>Mönig: 'Oikos', Totalitarianism, and Cyberspace. Thinking the Private with Hannah Arendt</p>

Conference Program APC2015

10.00-11.15 Pallisander Room	10.00-11.15 King's Room	10.00-11.15 Coromandel Room	10.00-11.15 Merbau Room	10.00-11.15 Seraya Room	10.00-11.15 Italian Room
<p>PLC Paper Session 1</p> <p>Orla Lynskey: Does Size Matter? The Consolidation of Market Power Online and the Potential Impact on Data Protection and Privacy</p> <p>Commenter: David Thaw</p>	<p>PLC Paper Session 2</p> <p>Paul Bernal: Misunderstanding privacy - The Samaritans Radar debacle</p> <p>Commenter: Julie Cohen</p>	<p>PLC Paper Session 3</p> <p>Lillian Edwards: Privacy in smart cities: a critical EU law perspective</p> <p>Commenter: Bert-Jaap Koops</p>	<p>PLC Paper Session 4</p> <p>Liz Brown: Wearing Your Heart Rate on Your Sleeve: Comparing and Improving the Legal Protection of Mobile Sensor-Generated Health Data at Work</p> <p>Commenter: Kurt Wimmer</p>	<p>PLC Paper Session 5</p> <p>Arno Lodder: Surpassing “Select before you collect” by safeguards regarding access, querying, and use of large data sets by the police</p> <p>Commenter: Bryce Newell</p>	<p>PLC Paper Session 6</p> <p>Khaled El Emam, Eloise Gratton, Jules Polonetsky & Luk Arbuckle: The 7 States of Data</p> <p>Commenter: David Wright</p>
<p>11.15-11.30 Break (Hall 3rd floor)</p>					
11.30-12.45 Pallisander Room	11.30-12.45 King's Room	11.30-12.45 Coromandel Room	11.30-12.45 Merbau Room	11.30-12.45 Seraya Room	11.30-12.45 Italian Room
<p>PLC Paper Session 7</p> <p>Jeffrey Vagle: Tightening the OODA Loop: Police Militarization, Race, and Algorithmic Surveillance</p> <p>Commenter: Paul de Hert</p>	<p>PLC Paper Session 8</p> <p>Bert-Jaap Koops, Bryce Clayton Newell, Tjerk Timan, Ivan Škorvánek, Tomislav Chokrevski, and Maša Galič: A Typology of Privacy</p> <p>Commenter: Sandra Petronio</p>	<p>PLC Paper Session 9</p> <p>Paula Vargas: “Quasi-surveillance” laws and the need to subject them to the Inter-American Human Rights system</p> <p>Commenter: Gloria González Fuster</p>	<p>PLC Paper Session 10</p> <p>Thomas Norton: Crowdsourcing Privacy Policy Interpretation</p> <p>Commenter: Eleni Kosta</p>	<p>PLC Paper Session 11</p> <p>Emily McReynolds: The Myth of Anonymity in Virtual Currency</p> <p>Commenter: Jaap-Henk Hoepman</p>	<p>PLC Paper Session 12</p> <p>Valerie Verdoodt, Damian Clifford & Eva Lievens: Toying with children’s emotions, the new game in town? The legality of advergames in the EU</p> <p>Commenter: Kathryn Montgomery</p>

Conference Program APC2015

12.45-13.45
Lunch (Entrance Hall)

13.45-15.00 Pallisander Room	13.45-15.00 King's Room	13.45-15.00 Coromandel Room	13.45-15.00 Merbau Room	13.45-15.00 Seraya Room	13.45-15.00 Italian Room
<p>PLC Paper Session 13</p> <p>Michael Froomkin: Legal (and Political) Aspects of Designing Privacy-Enhanced Digital Personae</p> <p>Commenter: Arnold Roosendaal</p>	<p>PLC Paper Session 14</p> <p>Colin Bennett: Voter Management: Elections and Privacy Law: Can Candidates and Parties do in Europe what they do in North America?</p> <p>Commenter: Kristina Irion</p>	<p>PLC Paper Session 15</p> <p>Bilyana Petkova: Domesticating the "Foreign" in Making Transatlantic Data Privacy Law</p> <p>Commenter: Pam Dixon</p>	<p>PLC Paper Session 16</p> <p>Nicholas Terry: Health Data Protection, Regulatory Turbulence and Arbitrage</p> <p>Commenter: Craig Konnoth</p>	<p>PLC Paper Session 17</p> <p>Ahmed Ghappour: Searching Places Unknown: Criminal Enforcement Jurisdiction on the Dark Web</p> <p>Commenter: Quirine Eijkman</p>	<p>PLC Paper Session 18</p> <p>Neil Richards & Woodrow Hartzog: Taking Trust Seriously in Privacy Law</p> <p>Commenter: Frederik Zuiderveen Borgesius</p>
15.00-16.15 Pallisander Room	15.00-16.15 King's Room	15.00-16.15 Coromandel Room	15.00-16.15 Merbau Room	15.00-16.15 Seraya Room	15.00-16.15 Italian Room
<p>PLC Paper Session 19</p> <p>Michael Hintze: In Defense of the Long Privacy Statement</p> <p>Commenter: Sjoera Nas</p>	<p>PLC Paper Session 20</p> <p>Paula Kift & Helen Nissenbaum: Metadata: An Ontological and Normative Analysis</p> <p>Commenter: Dorota Mokrosinska</p>	<p>PLC Paper Session 21</p> <p>Meg Jones: The Man/Machine in the Middle</p> <p>Commenter: Paulan Korenhof</p>	<p>PLC Paper Session 22</p> <p>Lauren Henry Scholz: Privacy Claims and Institutional Legitimacy</p> <p>Commenter: Omer Tene</p>		<p>PLC Paper Session 23</p> <p>Victoria Schwartz: Corporate Privacy Failures Start at the Top</p> <p>Commenter: Grazia Cecere</p>

Conference Program APC2015

Afternoon program

16.15-16.30 Entrance Hall	16.30-18.00 Entrance Hall	18.00-18.30 Entrance Hall
Break	<p>Keynote session</p> <p>Big Data and Privacy</p> <p>Keynotes:</p> <p>Viktor Mayer-Schönberger <i>Privacy by Regulation – Protecting Personal Data in the Age of Big Data</i></p> <p>Helen Nissenbaum <i>Big Data's End Run Around Anonymity and Consent: Blow to Privacy, or New Beginnings</i></p> <p>Moderator: Geff Brown</p>	Drinks and party

Evening program (open to the general public)

Location: Oudemanhuispoort

20.00-22.00 C0.17	20.00-22.00 D0.09	20.00-22.00 D0.08	20.00-22.00 C3.17
<p>Panel proposal by: Privacy First</p> <p><i>Challenging business for privacy</i></p> <p>Van Lieshout (TNO)</p> <p>Schmidt (GreenHost)</p> <p>Linda Kool (Rathenau Instituut)</p> <p>Van Galen (Qiy)</p>	<p>Pisters:</p> <p>Voyeurism, Surveillance and Powers of Affect: A Cinematographic Perspective in the Age of Ubiquitous Camera's</p>	<p>Citizen4</p>	<p>Panel proposal by: Bits of Freedom</p> <p><i>Naming and Shaming Big Brother: an Alternative History of Privacy in the Netherlands</i></p>

Conference Program APC2015

Keynotes



Julie Brill was sworn in as a Commissioner of the Federal Trade Commission on April 6, 2010. Since joining the Commission, Ms. Brill has been working actively on issues of critical importance to today's consumers, including protecting consumers' privacy, encouraging appropriate advertising substantiation, guarding consumers from financial fraud, and maintaining competition in industries involving health care and high-tech.

Commissioner Brill has been named "the Commission's most important voice on Internet privacy and data security issues", a "key player in U.S. and global regulations", "one of the top minds in online privacy", one of the top four U.S. government players "leading the data privacy debate", "one of the top 50 influencers on big data", and a "game-changer". In 2014, she received the Privacy Leader of the Year Award from the International Association of Privacy Professionals.



Maximilian Schrems (usually referred to as Max Schrems) is an Austrian privacy activist who campaigns against Facebook for privacy violation, including its alleged violations of European privacy laws and alleged transfer of personal data to the US National Security Agency (NSA) as part of the NSA's PRISM programme. He has founded a group called Europe v Facebook and as of February 2015 has initiated two lawsuits involving Facebook.



William Edward Binney is a former highly placed intelligence official with the United States National Security Agency (NSA) turned whistleblower who resigned on October 31, 2001, after more than 30 years with the agency. He was a high-profile critic of his former employers during the George W. Bush administration.

Binney continues to speak out during Barack Obama's presidency about the NSA's data collection policies, and continues interviews in the media regarding his experiences and his views on communication intercepts by governmental agencies of American citizens. In a legal case, Binney has testified in an affidavit that the NSA is in deliberate violation of the U.S. Constitution.



Ronald Hans Anton Plasterk (born April 12, 1957) is a Dutch politician of the Labour Party (PvdA). He is the Minister of the Interior and Kingdom Relations since November 5, 2012 in the Cabinet Rutte II.

He was Minister of Education, Culture and Science from February 22, 2007 until February 23, 2010 in the Cabinet Balkenende IV. He served as a Member of the House of Representatives from June 17, 2010 until November 5, 2012.

A successful scientist and professor, Plasterk is a highly cited and prize-winning molecular geneticist. Since 1995 he has also been an author and columnist for several national publications.

Conference Program APC2015



Anita L. Allen is an expert on privacy law, bioethics, and contemporary values, and is recognized for her scholarship about legal philosophy, women's rights, and race relations. She is a graduate of Harvard Law School and received her Ph.D. in Philosophy from the University of Michigan. At Penn she is the Vice Provost for Faculty and the Henry R. Silverman Professor of Law and Philosophy. In 2010 she was appointed by President Obama to the Presidential Commission for the Study of Bioethical Issues.



Gabriella (Biella) Coleman holds the Wolfe Chair in Scientific and Technological Literacy at McGill University. Trained as a cultural anthropologist, she researches, writes, and teaches on computer hackers and digital activism. Her first book on Free Software, *Coding Freedom: The Ethics and Aesthetics of Free Software* has been published with Princeton University Press. Her new book, *Hacker, Hoaxer, Whistleblower, Spy: The Many Faces of Anonymous*, published by Verso, has been named to *Kirkus Reviews'* Best Books of 2014.



Amitai Etzioni served as a Senior Advisor to the Carter White House; taught at Columbia University, Harvard Business School, University of California at Berkeley, and is the first University Professor at George Washington University, where he is the Director of the Institute for Communitarian Policy Studies. He served as the President of the American Sociological Association, and he founded the Communitarian Network. A study by Richard Posner ranked him among the top 100 American intellectuals. He is the author of numerous op-eds and his voice is frequently heard in the media. Dr. Etzioni is married and is the father of five sons.

Conference Program APC2015



Viktor Mayer-Schönberger is Professor of Internet Governance and Regulation at the Oxford Internet Institute / Oxford University. He is also a faculty affiliate of the Belfer Center of Science and International Affairs at Harvard University. He has published ten books, including the international bestseller “Big Data” (HMH, co-authored with Kenneth Cukier, translated into more than 20 languages) and the awards-winning “Delete: The Virtue of Forgetting in the Digital Age” with Princeton University Press (also available in multiple languages). He is the author of over a hundred articles and book chapters on the governance of information.



Deirdre K. Mulligan is an Associate Professor in the School of Information at UC Berkeley and a co-Director of the Berkeley Center for Law & Technology. Prior to joining the School of Information in 2008, she was a Clinical Professor of Law, founding Director of the Samuelson Law, Technology & Public Policy Clinic, and Director of Clinical Programs at the UC Berkeley School of Law (Boalt Hall). Mulligan is the Policy lead for the NSF-funded TRUST Science and Technology Center, which brings together researchers at U.C. Berkeley, Carnegie-Mellon University, Cornell University, Stanford University, and Vanderbilt University. Mulligan’s current research agenda focuses on information privacy and security. Current projects include comparative, qualitative research to explore the conceptualization and management of privacy within corporations based in different jurisdictions, and policy approaches to improving cybersecurity.

APC
2015
amsterdamprivacyconference



Helen Nissenbaum is Professor of Media, Culture and Communication, and Computer Science, at New York University, where she is also Director of the Information Law Institute. Her work spans social, ethical, and political dimensions of information technology and digital media. She has written and edited eight books, including Privacy, Big Data and the Public Good: Frameworks for Engagement, with J. Lane, V. Stodden and S. Bender (Cambridge, 2014), Values at Play in Digital Games, with M. Flanagan (MIT Press, 2014), and Privacy in Context: Technology, Policy, and the Integrity of Social Life (Stanford, 2010) and her research publications have appeared in journals of philosophy, politics, law, media studies, information studies, and computer science.

Conference Program APC2015



Peter Schaar: Chairman of the European Academy for Freedom of Information and Data Protection (EAID), former German Federal Commissioner for Data Protection and Freedom of Information (2003-2013). Mr. Schaar was born in Berlin in 1954 and has a degree in Economics. From 1979 to 1986 various functions in the public administration. 1986 to 2002 in the office of Hamburg's Data Protection Commissioner, initially as the head of the technology unit and later as deputy commissioner. 2002/2003 founder and managing director of a consulting company for data protection. From 2003 to 2013 Federal Commissioner for Data Protection and Freedom of Information. Since 2007 guest lecturer at the University of Hamburg.



Ashkan Soltani is a researcher focused on privacy, security, and behavioral economics, currently serving as the Chief Technologist for the Federal Trade Commission. His work draws attention to privacy problems online, demystifies technology for the non-technically inclined, and provides data-driven insights to help inform policy. Ashkan was recognized as part of the 2014 Pulitzer winning team for his contributions to the Washington Post's coverage of the Snowden Files. He has previously served as staff technologist in the Division of Privacy and Identity Protection at the Federal Trade Commission and was the primary technical consultant on the Wall Street Journal's "What They Know" investigative series. Ashkan has also appeared on several major media programs, including CBS's 60 Minutes, PBS's Frontline, and National Public Radio.



Latanya Sweeney: As Professor of Government and Technology in Residence at Harvard University, I am a computer scientist working with world-renowned government scholars. This unique cross-fertilization has been fantastic at every turn! My mission is create and use technology to assess and solve societal, political and governance problems, and to teach others how to do the same. One focus area is data privacy, and I am the Director of the Data Privacy Lab at Harvard.

Conference Program APC2015

Theme coordinators



Commercial value of privacy: Personal data are important drivers behind new business models serving the interests and needs of industry and consumers. The exploitation of personal data has become a business in itself. This theme seeks to further analyse the business models, the dynamics involved and the contribution to welfare.

Arie den Boon is the CEO and Founder at April Analytics and Visiting Professor at University of Amsterdam in the Department of Communication Science. In the past, he was the founder of GfK Daphne Communication Management.

Privacy and Healthcare: In the field of medicine and healthcare, the subject's right to privacy is of fundamental importance. Some of the relevant privacy issues in this field are the security of health information, electronic health information exchange, personal health records, biobanking, and total genome analysis.

Beer Franken is Chief information security & privacy protection officer at the Academic Hospital of Amsterdam.

Corrette Ploem is an experienced researcher in the field of health law, especially with regard to topics as medical research, privacy protection and new technologies.

Conference Program APC2015



Privacy in the Information Society: Democratic societies depend on making information public, a process which has undergone significant changes as a result of the Internet. Privacy is challenged by the media, cultural heritage and personal records; other important topics are government transparency, e-government, re-use of public sector information, social networks & their monetization, digital identities, access to knowledge and profiling.

Frederik Zuiderveen Borgesius is a researcher at the Institute for Information Law (IViR) of the University of Amsterdam. His research interests include profiling, privacy, freedom of expression, and discrimination. He has published widely on these topics, and regularly presents at international conferences. He published his first book in 2015: 'Improving Privacy Protection in the Area of Behavioural Targeting'.



Privacy and Security: Privacy is challenged by a continuous stream of security and public safety measures. Surveillance, data retention, wiretapping and border controls – which are often designed in the name of countering terrorism – have substantial implications for privacy and data retention. The privatization of security and the involvement of private actors including banks in data gathering and analysis, also play a role in the privacy challenges of contemporary security practice.

Willemijn Aerdt is a teacher at the Institute for Interdisciplinary Studies and specializes in Intelligence Studies. She studied Public International Law and International Relations in Historical Perspective in Utrecht, Netherlands. She has worked as a researcher at the Ministry of Foreign Affairs. At this time she is the co-chair of the Worldconnectors and associated as a Global Shaper to the World Economic Forum.

Martine Beijerman is PhD researcher at University of Amsterdam, faculty of Law, lecturer at the University of Amsterdam, Ad de Jonge Center for Intelligence and Security Studies, and managing director of Foundation Join for Joy. In the past, Martine worked for BKB, a campaign agency.



Conference Program APC2015



Privacy and Technology: Privacy may be protected in different ways and by different means. Privacy by design and privacy impact assessments, stakeholder and public interest analyses and privacy governance, assessments of current legal and regulatory schemes, as well as interoperability of international legal frameworks are relevant topics. Aspects of trust and (distributed) systems security and privacy enhancing technologies are important to protect privacy in practice.

Sander Klous is professor at the University of Amsterdam in Big Data Ecosystems for Business and Society at the Faculty of Science. He researches the way in which business and society can maximise the benefits of insights gained through data analysis. His research involves bridging technical requirements with social requirements and the translation of theory into practice.

Jeffrey Bholasing graduated in both Information Technology and Law. By combining the in depth knowledge from both fields, Jeffrey advises large scale organisations on subjects where IT and law meet. This encompasses: Managing regulatory change programmes; Managing privacy compliance projects in all parts of the business; Implementing GRC tooling; etc.



The Value and Ethics of Privacy: The value of privacy is subject to continuous debate, and concerns such aspects as the universality, subjectivity and contextuality of privacy. Philosophical, psychological, sociological and anthropological perspectives on this topic are combined in this theme to gain new and innovative insights.

Marjolein Lanzing is currently a PhD student at the Department of Philosophy and Ethics at the Eindhoven University of Technology. Her research '*The Transparent Self: Identity and Relationships in a Digital Age*' will contain a normative interpretation of the changing norms of privacy under the perspective of the changing meaning of the Self in a digital age.

Beate Roessler is professor of ethics at the University of Amsterdam; she formerly taught philosophy at the Free University, Berlin, at the University of Bremen, and at Leiden University. In 2003/4 she was a fellow at the Institute for Advanced Study (Wissenschaftskolleg) in Berlin. She is a co-editor of the *European Journal of Philosophy* and a co-director of the research program *Philosophy and Public Affairs* (Amsterdam School of Cultural Analysis, ASCA); at present, she is head of the department of philosophy; most recently published: *Social Dimensions of Privacy. Interdisciplinary Perspectives* (ed. with D. Mokrosinska), Cambridge UP 2015.

Conference Program APC2015



The Transformation of the public sphere and personalised communication: News media track consumers to offer more “personally relevant” content; Google and Facebook “personalize” search results; politicians adjust their messages to the preferences of individual voters; governments explore the possibilities of algorithmic decision making through smart health, smart cities or consumer applications. This track focuses on the transformation of public space. It explores how well-known social platforms, like Facebook, YouTube, Twitter, Wikipedia, and Flickr, co-evolve with larger social and cultural trends and simultaneously empower and disempower citizens.

Thomas Poell is assistant professor of New Media and Digital Culture at the Department of Media Studies at the University of Amsterdam. He studied political science at the University of Amsterdam (NL) and The New School for Social Research (US). In 2007, he defended his PhD-dissertation on the democratization and centralization of the Dutch state during the revolutionary period around 1800. Currently, his research is focused on social media and the transformation of public communication in different parts of the world.

Jo Pierson is Associate Professor in the Department of Media and Communication Studies at the Vrije Universiteit Brussel, Belgium. He is also Senior Researcher and staff member at the research centre iMinds-SMIT (Studies on Media, Information and Telecommunication) since 1996, in charge of the research on privacy in social, mobile and ubiquitous media. Drawing upon science and technology studies and media-sociological approaches, his research focus is on privacy, surveillance, datafication, and user empowerment in digital media.

Natali Helberger is professor in Information Law at the Institute for Information Law. She studied Law at the Freie Universität Berlin. She received her doctorate from the University of Amsterdam. Her thesis, *Controlling Access to Content: Regulating Conditional Access in Digital Broadcasting* (2005), examines the regulation of digital gateways and their implications for information law and policy, competition, freedom of expression and the interests of users. It has been published by Kluwer International. In 2005, she was a visiting scholar at the University of California, Berkeley.

Conference Program APC2015



Chris Jay Hoofnagle teaches computer crime law, internet law, privacy law, and a seminar on the Federal Trade Commission. He is the author of *Federal Trade Commission Privacy Law and Policy* (forthcoming Cambridge University Press) and is affiliate faculty at the School of Information. Hoofnagle has written extensively in the fields of information privacy, the law of unfair and deceptive practices, consumer law, and identity theft. His recent work includes: *Free: Accounting for the Costs of the Internet's Most Popular Price*, 61 *UCLA L. Rev.* 606 (2014) (with Jan Whittington); *Alan Westin's Privacy Homo Economicus*, 49 *Wake Forest L. Rev.* 261 (2014) (with Jennifer Urban); *Unpacking Privacy's Price*, 90 *North Carolina L. Rev.* 1327 (2012) (with Jan Whittington); and *Behavioral Advertising: The Offer You Cannot Refuse*, 6 *Harvard L. & Policy Rev.* 273 (2012).

Privacy Law Scholars Conference (PLSC) Amsterdam

PLSC will host 24 paper sessions at APC2015 on Monday the 26th of October 2015. PLSC assembles privacy law scholars and practitioners from around the world to discuss current issues and foster greater connections between academia and practice. It brings together privacy law scholars, privacy scholars from other disciplines (economics, philosophy, political science, computer science), and practitioners (industry, legal, advocacy, and government).

PLSC is a paper workshop. There are no published proceedings, and after the event, papers are not available. Because authors' drafts are works in progress, we do not publicly release these writings, nor do we publicize them (no Tweeting, blogging, etc.), as authors' ideas are often inchoate and need incubation for full development. At PLSC, papers workshops are led by a "commenter" who facilitates a discussion among participants on an author's paper. Authors are encouraged to participate in "listening" mode. There are no panels or talking head events at PLSC. All participants are expected to read and be prepared to discuss one paper per session (usually a total of 8 papers), and thus PLSC requires significant preparation. We recommend that participants devote 1.5 to 2 days of reading to prepare prior to the conference.

Program committee

- Kenneth Bamberger, Berkeley Law
- Frederik Zuiderveen Borgesius, IViR
- Lee Bygrave, University of Oslo
- Natali Helberger, IViR
- Paul De Hert, Vrije Universiteit Brussels – Tilburg University
- Chris Jay Hoofnagle, UC Berkeley
- Kristina Irion, IViR
- Bert-Jaap Koops, Tilburg Law School, Tilburg Institute for Law, Technology, and Society (TILT)
- Neil Richards, Washington University School of Law
- Bart van der Sloot, IViR
- Nico van Eijk, IViR

Conference Program APC2015

Organizing Committee



Nico van Eijk is Professor of Media and Telecommunications Law and Director of the Institute for Information Law (IViR, Faculty of Law, University of Amsterdam). He also works as an independent legal adviser. Among other things, he is the Chairman of the Dutch Federation for Media and Communications Law (Vereniging voor Media- en Communicatierecht, VMC), a member of the supervisory board of the Dutch public broadcasting organisation (NPO) and chairman of two committees of The Social and Economic Council of the Netherlands (SER).



Beate Roessler is professor of ethics at the University of Amsterdam; she formerly taught philosophy at the Free University, Berlin, at the University of Bremen, and at Leiden University. In 2003/4 she was a fellow at the Institute for Advanced Study (Wissenschaftskolleg) in Berlin. She is a co-editor of the *European Journal of Philosophy* and a co-director of the research program *Philosophy and Public Affairs* (Amsterdam School of Cultural Analysis, ASCA); at present, she is head of the department of philosophy; most recently published: *Social Dimensions of Privacy. Interdisciplinary Perspectives* (ed. with D. Mokrosinska), Cambridge UP 2015.



Edo Roos Lindgreen is a partner at KPMG Advisory in The Netherlands. Besides serving multinational clients in telecom, retail, banking and consumer goods, he leads our firm's national innovation program. For Edo, innovation is about investing for sustainable growth by developing new technology-driven solutions that add value to our clients. Many of these new solutions are built on new techniques for the analysis and interpretation of large amounts of data. Our data scientists work together with clients to transform raw data into business insights - improving productivity, boosting sales, raising customer satisfaction, reducing working capital, increasing efficiency or identifying and eliminating anomalies in their business processes.



Bart van der Sloot specializes in questions revolving around Privacy and Big Data. He currently works part-time for the Netherlands Scientific Council for Government Policy (WRR), an independent advisory body for the Dutch government, on a report on the regulation of Big Data in respect of privacy and security. Funded by a Top Talent grant from the Dutch Organization for Scientific Research (NWO), his current research at the Institute for Information Law analyses the dominant privacy paradigm, which is focused on the individual and his interests. Bart van der Sloot is also the coordinator of the Amsterdam Platform for Privacy Research (APPR).