



Synergies between consumer, competition and data protection laws

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Concentration of personal data in fewer and fewer corporate hands with limited or no possibilities for individuals to retrieve all data concerning them was never the intention of the pioneers of the Internet

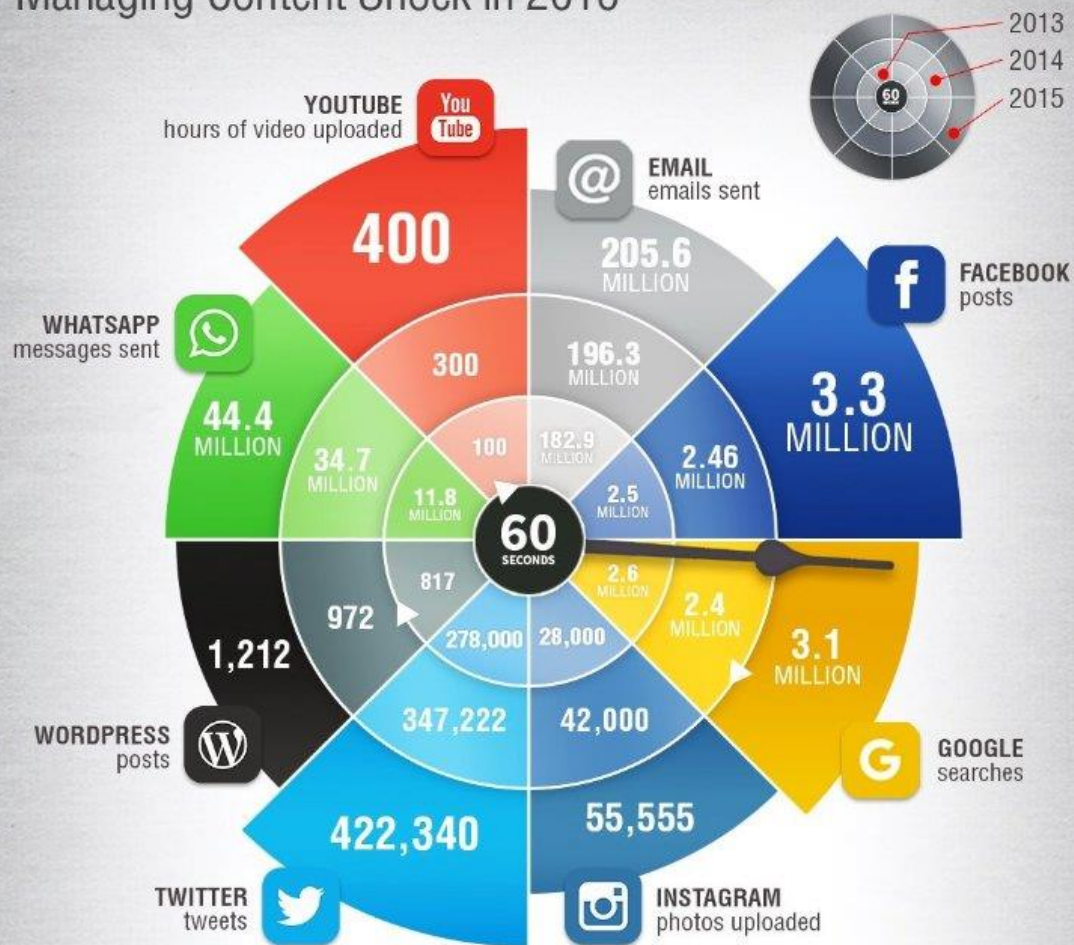
Opinion 8/2016 EDPS

The situation today



What Happens Online in 60 Seconds?

Managing Content Shock in 2016



Market failure



- Lack of choice
- Lack of trust
- Lack of quality

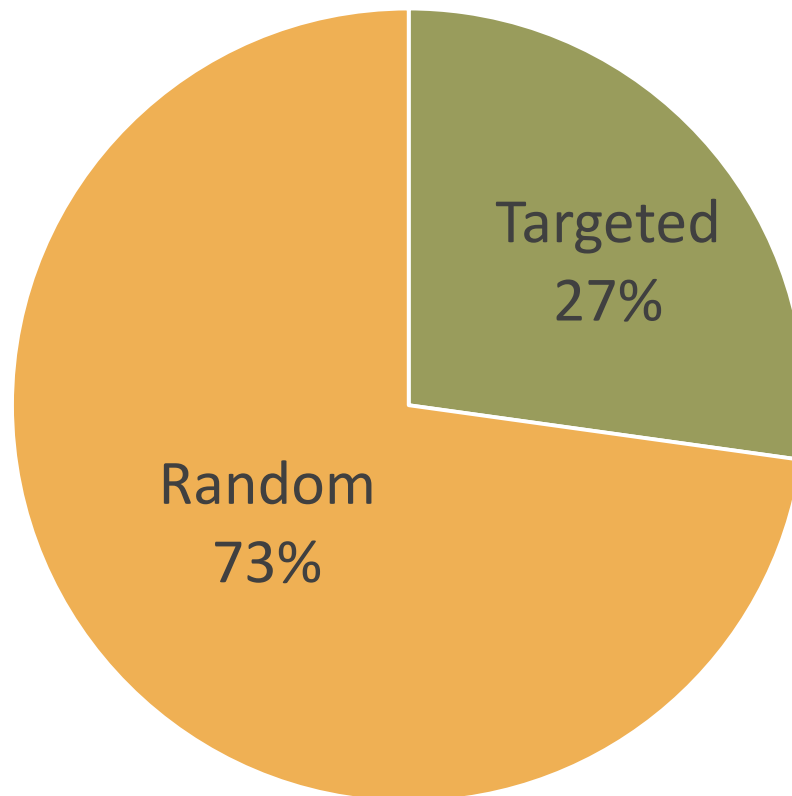
The result



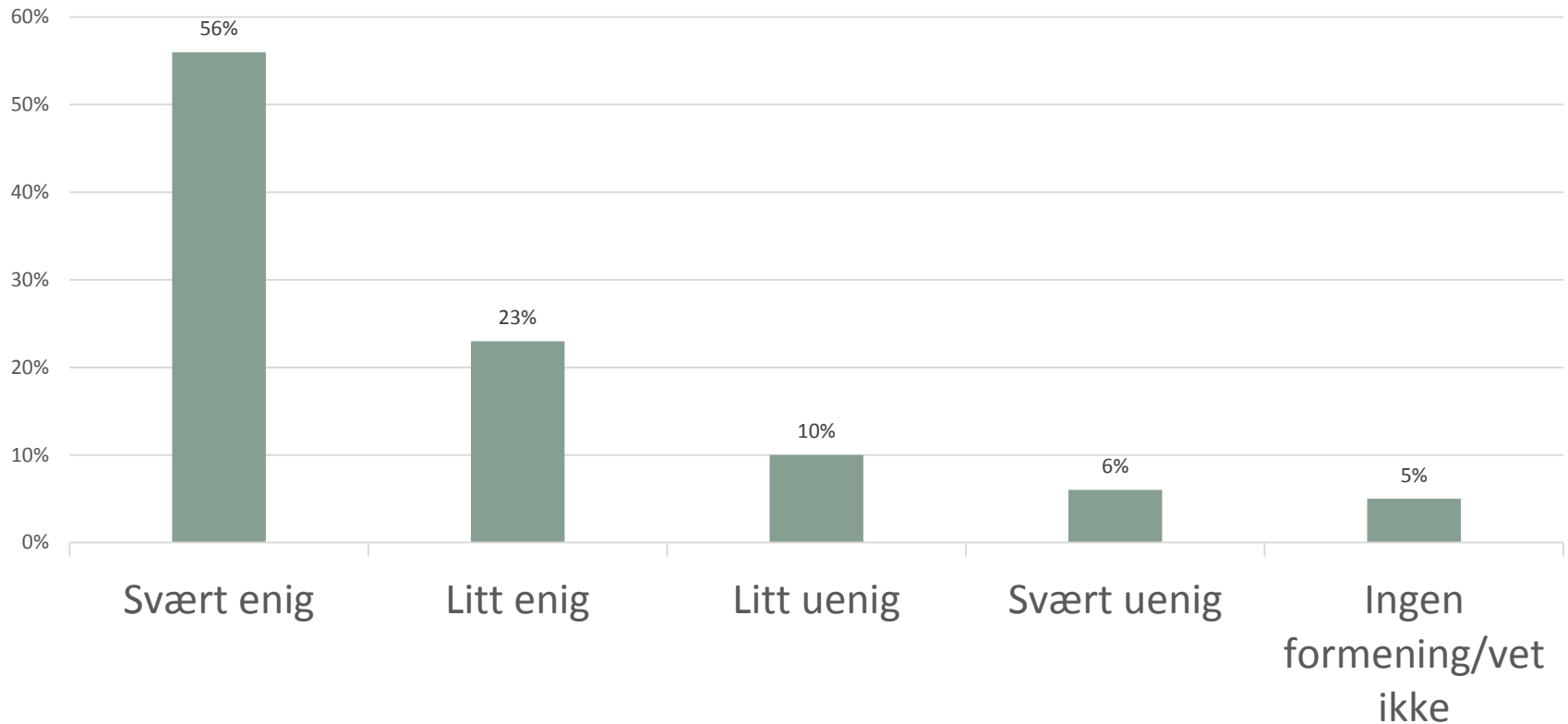
- Information asymmetry
- Lack of consumer awareness
- «Take it or leave it» – options
- Contract terms impossible to understand
- No purpose limitation
- Discomfort and a creepy feeling
- Price discrimination
- Tyranny of algorithms



I would choose....



I find it uncomfortable that online companies collect and analyse my personal data, and share them with other companies, to provide me with targeted advertisements



Working together?

The black box society / The great data race



DET STORE DATAKAPPLØPET

Rapport om hvordan kommersiell bruk av personopplysninger utfordrer personvernet, november 2015

 Datatilsynet

Great advantages



- We use the same facts in our analyses
- Share market knowledge
- Share technological knowledge
- Some real good examples on national level
 - #appfail
 - Apple/iTunes – case
 - Great data race

- How can Blockchain be developed in a consumer, competition and privacy friendly way?
- Can privacy by design play a role?

Some examples – to be further explored



Case	Consumer issue	Data protection issue	Competition issue
Data race / profiling / tracking / data monopolies	<ul style="list-style-type: none">-Lack of information- Unfair contracts- Lack of choice	<ul style="list-style-type: none">- Lack of transparency- Unlimited purpose- Creepy feeling- Information security	<ul style="list-style-type: none">- Limited competition- Winner takes it all- Entry barriers
“Take it or leave it”-options.	Unfair contract	Consent not freely given	Bundled contracts, lock-in

New tools

General data protection regulation



- Privacy by design
- Code of practice
- Privacy seals
-and in particular.....

Data portability



- Consumer protection
 - Ownership of data, re iTunes
 - Information requirements
 - Empower consumers
- Data protection
 - Ownership of data
 - Control of data
 - Prevent lock -in
- Competition
 - Empower SME/start ups
 - Use your market power
 - Switch to the one with the best data protection

- Loyalty cards, webmail, black boxes in cars, connected cars, documents, pictures, banking history, fitness apps