

BCCP Inaugural Conference



Regulatory Challenges in Digital Markets: Privacy



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Agenda June 17, 2016 Humboldt University Berlin, Senatssaal

8.30 – 9.15am *Registration*

9.15 – 9.30am **Welcome**

[Tomaso Duso](#)

Speaker of the Berlin Centre for Consumer Policies
Head of Department *Firms and Markets*, DIW Berlin
Professor of Empirical Industrial Economics, DICE Düsseldorf

9.30 – 11.00am **Privacy Preferences in Digital Markets**

Individuals value privacy, socializing, and disclosing. These conflicting actions raise important issues for individuals and regulators. This session surveys the economic foundations of privacy relying on insights from economic theory and empirical evidence. How much do consumers value privacy? Do (or should) consumers unambiguously strive for stronger privacy protection? How have businesses reacted to consumer preferences for privacy?

Speakers

[Alessandro Acquisti](#)

Professor of Information Technology and Public Policy, Heinz College, Carnegie Mellon University
Director of the CMU Privacy Economics Experiments (Peex) Lab
Co-director of the CMU Center for Behavioral and Decision Research (CBDR)

[Dorothea Kübler](#)

Director of Research Unit Market Behavior, WZB Berlin Social Science Center
Professor of Economics, Technical University Berlin

Moderator

[Dirk Engelmann](#)

Professor of Public Finance, Humboldt-University Berlin

11.00 – 11.30am *Coffee Break*

11.30am – 1.00pm **Privacy Compliance: Regulation vs. Market Forces**

Privacy concerns are receiving increased attention by both lawmakers and firms. What are firms doing to protect the privacy of their customers? Are firms responding to market forces? To regulatory pressure? To other forces? This panel will explore the interaction between regulation, markets and other forces, and its implications for optimal legal policy.

Speakers

[Florencia Marotta-Wurgler](#)

Professor of Law, New York University
Faculty Director, NYU Law in Buenos Aires

[Deirdre K. Mulligan](#)

Associate Professor of Law, School of Information, University of California, Berkeley
Faculty Co-Director, Berkeley Center for Law & Technology, School of Law, University of California, Berkeley

Moderator

[Oren Bar-Gill](#)

Professor of Law, Harvard University

1.00 – 2.30pm *Lunch Break*

2.30 – 4.00pm **Data-driven Innovation**

Unprecedented interconnectedness, data collection, and analytical capabilities are revolutionizing our interactions in society. Online platforms play a key role in this process as they shape the way consumers and firms use and commercialize the Internet. In data-driven platforms, product quality, for example search results and the targeting of advertisements, increases in the amount of data available. Search algorithms rely on consumer search behavior to learn and improve results in real-time. But can this process be considered a (demand-side) network effect or rather learning by doing as many other factors of production with diminishing returns to scale? Situations in which consumer data are pivotal have been proliferating at a rapid pace, online and offline. Far-reaching data collection is crucial for this process, yet it has evoked growing worries regarding privacy issues and potentially abusive practices by incumbent firms and government. This session examines the extent data-driven product development – for example via personalization and targeting – will benefit consumers. What are the current limits for data-driven innovation? Do data-driven platforms warrant new approaches to consumer and competition policy?

Speakers

[Susan Athey](#)

The Economics of Technology Professor, GSB, Stanford University

[Hal Varian](#)

Chief Economist, Google

Moderator

[Paul Heidhues](#)

Professor of Economics, ESMT European School of Management and Technology

4.00 – 4.30pm *Coffee Break*

4.30 – 6.00pm **Policy Round Table**

Privacy in Competition and Consumer Policy

Privacy regulation in digital markets has been at the forefront of the policy debate on both sides of the Atlantic in the past years. This panel will discuss such issues as the EU-US Privacy Shield following the Safe Harbor ruling of the ECJ, the conditions for voluntary consumer consent to the processing of personal data, efforts to ensure individuals' control over personal data collected by data brokers, and the role of privacy considerations in competition cases (for example, the German Cartel Office proceedings against Facebook).

Speakers

[Gerd Billen](#)

State Secretary, German Federal Ministry of Justice and Consumer Protection

[Julie Brill](#)

Partner and co-Chair of Privacy and Cybersecurity Practice, Hogan Lovells

Former Commissioner, US Federal Trade Commission

[Paul Nemitz](#)

Director for Fundamental Rights and Union Citizenship, Directorate-General for Justice and Consumers, European Commission

Moderator

[Amelia Fletcher](#)

Professor of Competition Policy, University of East Anglia

6.00pm

Closing Remarks

[Hannes Ullrich](#)

Coordinator of the Berlin Centre for Consumer Policies

Research Associate in the *Firms and Markets* Department, DIW Berlin

Senior Research Associate, University of Zurich

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