



**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: Alberto De Franceschi (University of Ferrara)*

**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:



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

Info and Registration: [dfrlrt@unife.it](mailto:dfrlrt@unife.it)