

ACADEMIC OUTPUT 2019

CONFERENCE PAPERS

International Association for Media and Communication Research, Conference 2019

Paper presented: Van Zeeland & Pierson (2019), "Towards a comprehensive perspective on data protection practices in organizations"

International Association for Media and Communication Research, Conference 2019

Paper presented: Van Zeeland et al (2019), "Measuring and profiling for online personalization in media while protecting personal data?"

CTTE-FITCE: Smart Cities & Information and Communication Technology

Paper presented: Breuer et al (2019), "The Social Construction of Personal Data Protection in Smart Cities"

ACADEMIC PUBLICATIONS

Breuer, Van Zeeland, Pierson & Heyman (2019), "The Social Construction of Personal Data Protection in Smart Cities", In: *IEEE Xplore*.

Pierson, J. (2019), "Media and Communication Studies, Privacy and Public Values: Future Challenges", In: Gonzalez-Fuster et al (2019), *Research Handbook on Privacy and Data Protection Law*.

RESEARCH PROJECTS

Expertbevraging "De waarde van persoonlijke data delen met mediaorganisaties in Vlaanderen"

Tussenrapportages: <https://smit.vub.ac.be/studie-naar-waardepropositie-van-data-delen-in-online-media>

LECTURES

	Institution	Event/Course	Presentation title
12 Feb 2019	European Cyber Security Organisation	Workshop Cybersecurity & Privacy in Media	Data protection & privacy impact assessment for media companies; Impact on business
23 Mar 2019	Howest Brugge, postgraduaat DPO	GDPR Congres Howest	Marketing trends and the GDPR
16 Oct 2019	University of Amsterdam	Privacy Minor Debate	Interacting with artificial agents: who's responsible for whose privacy?
5 Dec 2019	Vrije Universiteit Brussel	Course 'Media Policies'	Personal Data Protection in the European Union
13 Dec 2019	DPO Circle	Annual Conference	Data protection on the ground: multi-stakeholder perspective in media, smart cities and financial sector

SOCIETAL VALORIZATION 2019

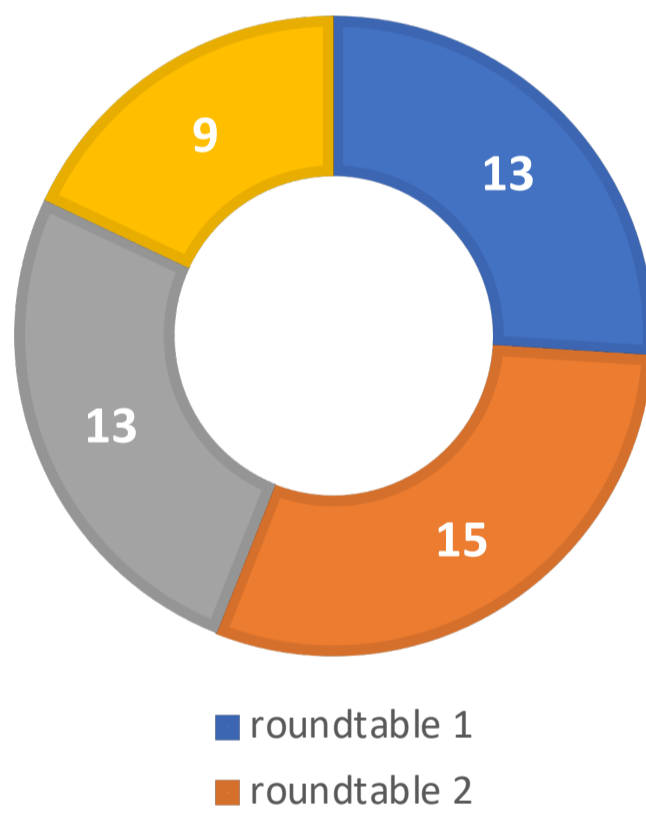
ACTIVITIES

4

POLICY BRIEFS

1. 'Salvaging European media diversity while protecting personal data' (Feb. 2019)
2. 'Connecting the dots: smarter cities work together' (May 2019)
3. 'PSD2 and other challenges to the protection of personal data in the financial sector' (Sep. 2019)
4. 'Does it hurt? The sensitivity of health data' (Dec. 2019)

ROUNDTABLE PARTICIPANTS



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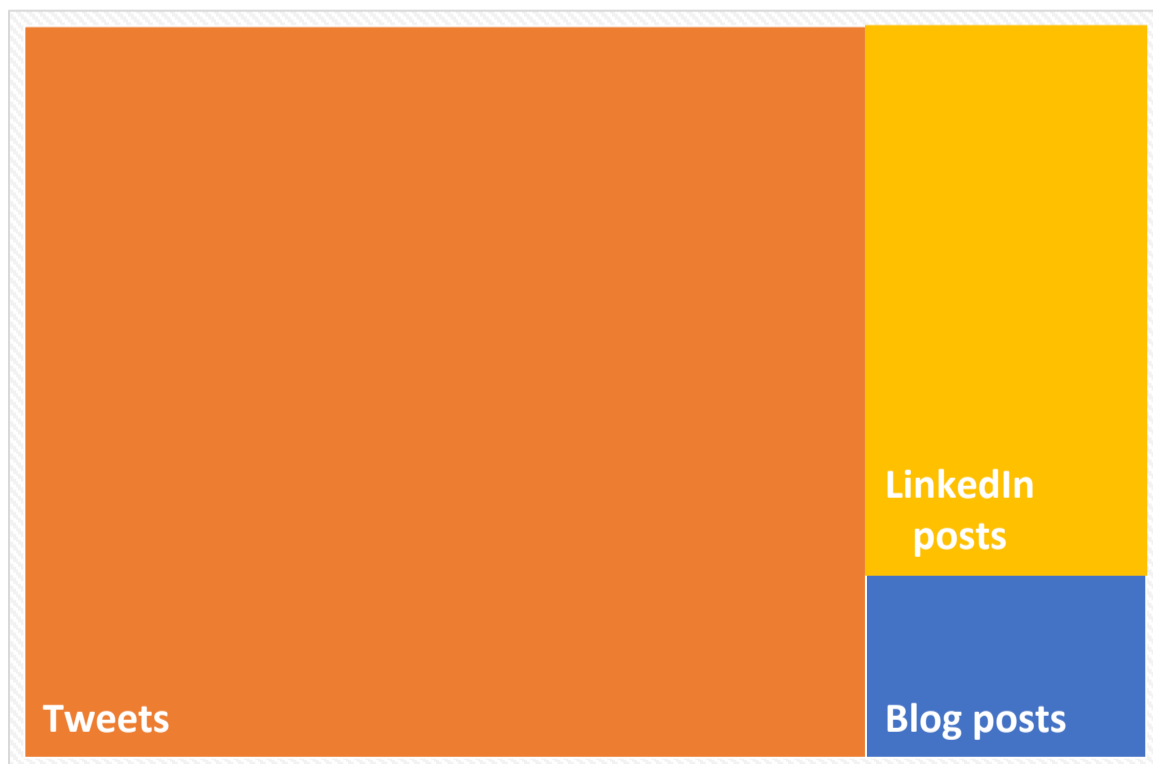
ROUNDTABLES

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REPORTS

Media sector	Personal data protection in the media sector
Smart cities	Personal data protection in smart cities
Financial sector	Personal data protection in the financial sector
Health sector	Personal data protection in the health sector

ONLINE ACTIVITIES



www.dataprotectionontheground.be

@dpogchair

dataprotectionontheground@vub.be

BLOG POSTS

Website	Title	URL
Wtnschp.be	Datadenkers – Deel 1: Gezonder leven dankzij mijn data	https://www.wtnschp.be/wetenschap/technologie/data-denkers-deel-1-gezonder-leven-dankzij-mijn-data/
Mediaroad	Are we clear? Explaining what happens with personal data in online media	https://www.mediaroad.eu/archives/30331
EOS Wetenschap	Gezonder leven dankzij mijn data	https://www.eoswetenschap.eu/gezondheid/datadenkers-deel-1-gezonder-leven-dankzij-mijn-data-0
Project CPN	Holding platforms accountable: fines alone won't do. What does this mean for CPN and other EU platforms?	https://www.projectcpn.eu/news-3/2019/8/22/holding-platforms-accountable-fines-alone-wont-do-what-does-this-mean-for-cpn-and-other-eu-platforms