

ANNUAL REPORT 2020

ACADEMIC OUTPUT 2020

CONFERENCES

Computers Privacy and Data Protection 2020 Conference Panel:
Practical consequences of PSD2 for personal data protection
(24 January 2020)

Van Zeeland, D. J. & Pierson, J. (2020). **"A Comprehensive Perspective on Data Protection Practices in Organizations: Beyond Legal Considerations"**. In: Personal Data Protection and Legal Developments in the European Union. IGI Global.

Pierson, J., Van Zeeland, D. J., Heyman, R. & Ballon, P. (2020). **"Digitaal traceren, technologie en privacy"**. In: Post viraal naar een nieuw normaal. ASP.

REPORTS

Report for AI4People:
"AI in Media and Technology Sector: Opportunities, Risks, Requirements and Recommendations"
(Digital Summit 2020 ai4people.eu)

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 AND PANEL PARTICIPATION

	Institution	Event/Course	Presentation title
11 Mar 2020	Vrije Universiteit Brussel	Post-Graduate course Media Economics: 'Advertising in the digital age'	Policy and regulatory challenges in advertising
12 Mar 2020	Vrije Universiteit Brussel	Bachelor's course: 'Online and social media strategies'	The GDPR and digital advertising
7 May 2020	VRT / Content Personalisation Network	Webinar: 'Trust, Transparency and Personalisation'	<i>panel participation</i>
27/28 Oct 2020	Future of Privacy Forum / National Science Foundation	Workshop: 'Privacy and Pandemics'	<i>panel participation</i>
6 Nov 2020	Digital Enlightenment Forum	Webinar: 'The Day After Democracy'	<i>panel participation</i>
7 Dec 2020	University of Twente	Bachelor's course: 'The Privacy Paradox'	Privacy from the perspective of media and communication studies
10 Dec 2020	Brussels Privacy Hub	Meet the author: 'Web Privacy Measurement and the Power of online tracking technologies'	<i>panel participation</i>
11 Dec 2020	DPO Circle	Annual Conference	Data protection on the ground: Personal data protection in the banking sector
17 Dec 2020	Vrije Universiteit Brussel	Bachelor's course: 'EU Media Policy'	The GDPR and online media strategies in the EU

SOCIETAL VALORIZATION 2020

SECTORAL EVENTS

In collaboration with Future of Privacy Forum:

1. Open Banking Roundtable (July 2020)
2. Peer-to-Peer discussion on EDPB Guidelines for PSD2 (September 2020)



SOCIETAL OUTREACH

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Publications for a wider audience

1. Position paper: 'Contact tracing apps and solutionism' (FPF.org, Oct. 2020)
2. Policy Brief #41: 'Wat is de waarde van persoonsdata delen met mediaorganisaties in Vlaanderen?' (imec-SMIT website, Nov. '20)
3. Datum Future Bright Paper: 'Data Portability—moving the discussion forward' (Datum Future website)



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Radio interviews

1. The Word Radio X Privacy Salon with Crosstalk: The Essence Of Digital Pollution (22 January)
2. VRT Radio 1: Hoe pak je verzamelen contactgegevens in horeca en fitness het best aan? (27 July)

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Blog post

'Hoe registreer ik als horecazaak de contactgegevens van mijn klanten?' (23 July)

<https://data-en-maatschappij.ai/nieuws/blog-hoe-registreer-ik-als-horecazaak-de-contactgegevens-van-mijn-klanten>

ONLINE ACTIVITIES

- www.dataprotectionontheground.be
- @dpogchair
- dataprotectionontheground@vub.be