

International Workshop

LAW AND ECONOMICS OF PERSONALIZATION OF CONSUMER CONTRACTS

March 16 & 17 2023

**Universitat Pompeu Fabra
Ciutadella Campus
Ramon Trias Fargas 25
Barcelona 08005**

Thursday, March 16th 2023

Room Albert Calsamiglia

| | |
|-------------|---|
| 9:00-9:15 | REGISTRATION |
| 9:15-9:20 | CONFERENCE WELCOME |
| 9:20-11:00 | <p>Session 1</p> <p>Chair: Mireia Artigot Golobardes</p> <p>Mateusz Grochowski (Max Planck Institute for Comparative and International Private Law) & Fabrizio Esposito (NOVA School of Law), <i>Price personalization and the law: A road map</i></p> <p>Fabrizio Cafaggi (Consiglio di Stato), <i>Comparative negligence and personalized consumer standards? Rethinking the relationship between standardization and personalization</i></p> |
| 11:00-11:30 | Coffee Break |
| 11:30-13:00 | <p>Session 2</p> <p>Chair: Antoni Rubí Puig</p> <p>Katarzyna Południak-Gierz & Piotr Tereszkievicz (Jagiellonian University), <i>Private Law Sanctions for Faulty Personalization of Consumer Insurance Contracts</i></p> <p>Rosa M. García Teruel (University of Barcelona), <i>Automated credit-scoring based on alternative data in mortgage loans</i></p> |
| 13:00-14:00 | <p>KEYNOTE ADDRESS</p> <p>Prof. Ariel Porat (Tel Aviv University)</p> <p><i>The Future of Personalized Law</i></p> |
| 14:00-15:00 | Lunch Break |
| 15:00-16:30 | <p>Session 3</p> <p>Chair: Carlos Gómez Ligüerre</p> <p>Roger Barat i Rubio (UPF), <i>Legal Mechanisms Preventing Algorithmic Discrimination</i></p> <p>Ana Maria Corrêa (KU Leuven Centre for IT & IP Law), <i>Personalized AI: When Defining Fairness Through Awareness is Legal Positive Action</i></p> <p>Andrés Chomczyk Penedo (Vrije Universiteit Brussel), <i>Should data controllers provide personalised advice? Uncharted challenges for the EU data economy</i></p> |

Friday, March 17th 2023

Room Albert Calsamiglia

| | |
|-------------|---|
| | Session 4 Chair: Sonia Ramos González |
| 9:00-10:30 | Kristýna Bónová (Masaryk University) , <i>A person's privacy ends where another man's privacy begins?</i> Adrianus Van Heusden (Erasmus University Rotterdam) , <i>Online Consumer Manipulation through Data-Driven Marketing: A Law and Economics Analysis of Personalized Advertising</i> |
| 10:30-11:00 | Coffee Break |
| 11:00-12:00 | KEYNOTE ADDRESS Prof. Teresa Rodríguez de las Heras (University Carlos III) <i>Algorithmic contracts: personalizing contracts or calibrating legal rules?</i> |
| 12:00-13:30 | Session 5 Chair: Ignacio Fernández Chacón Florencia Marotta-Wurgler (New York University) , <i>Filling the Void: How EU Privacy Law Spills Over to the US</i> Alessandro de Chiara (Universitat de Barcelona), Juanjo Ganuza (UPF), Fernando Gómez Pomar (UPF), Ester Manna (Universitat de Barcelona), Adrián Segura (UPF) , <i>Platform liability when consumers impose reputational sanctions</i> |
| 13:30-14:30 | Lunch Break |

IMPORTANT NOTE

DO NOT LEAVE YOUR BELONGINGS UNATTENDED
(The conference room will not be locked between sessions)