

**My data is mine Award 2021
Second edition
Call for Papers
Lisbon, Web Summit, 1-4 November 2021**

«A privacy-preserving approach in the digital ecosystem. A Multidisciplinary and Comparative Conversation on how to make ecommerce and digital services thrive, safeguarding fundamental rights in the Algorithmic Society»

Privacy preserving technologies enable to offer services while minimizing the data which platforms collect, process, and retain. Using these technologies can help in building a trustworthy digital ecosystem for consumers.

My data is mine Award, established by Euroconsumers in 2020, is aimed at supporting young scholars with an innovative approach to data protection issues and who can offer a visionary contribution to privacy in Europe and worldwide.

The second edition, which will take place in Lisbon during the 2021 Web Summit, is dedicated to exploring the best opportunities, from a regulatory and technological point of view, to build a digital environment that maximizes benefits for consumers in terms of safeguarding and enhancing individual privacy while still allowing society to unlock the immense benefits that can be obtained from the increased use and study of data.

Indeed, it should be a common goal for all stakeholders involved, to create an ecosystem that allows ecommerce and other digital businesses to thrive, while safeguarding consumers' fundamental rights.

What will be the role of emerging technologies in this area? What can we expect from legislation and from the market? Will the best answers come from the legal code or the source code of the software that manages our online life?

We welcome 5000-7000 word papers from young scholars (up to age of 35 years old) on any topic related to practical, privacy-preserving approaches in the algorithmic society, including (but not limited to):

- how regulation and public policy can provide the right incentives for the adoption of privacy enhancing technologies (e.g.: ePrivacy Regulation, DSA/DMA)
- how to preserve the benefits of personalized advertising without making it invasive: best practices and possible alternative approaches
- the role of artificial intelligence and machine learning in consumer decisions: risks and opportunities
- Algorithmic systems as the cornerstone of platforms' content moderation, data analysis and ranking systems
- How regulation could help in managing A.I. risks?
- Privacy preserving analytics and machine learning

By submitting your paper, you grant to Euroconsumers and its affiliates/national organizations (collectively “Euroconsumers”) a worldwide, unrestricted, sub-licensable, assignable, irrevocable, non-exclusive, royalty-free right and license to use your paper in connection with My Data is Mine Award and any other initiative carried out by Euroconsumers, alone or with third parties. This license includes without limitation the right to (i) reproduce, create derivative works of, and otherwise use your paper, in whole or in part, in any manner or in combination with any other material (the “Works”); and (ii) publicly display, publicly perform, distribute (directly or indirectly), transmit, or broadcast, communicate to the public the Works, by wire or wireless means, including the making available to the public in such a way that members of the public may access them from a place and at a time individually chosen by them. By submitting your paper, you represent and warrant that (i) it doesn’t infringe any third party rights; (ii) it is not defamatory; (iii) you have full power and authority to grant the rights and licenses relating to your paper.

The winner will be awarded with a prize of 1.000 euros and will have the chance to present their paper during the ceremony which will be held in Lisbon (travel and accommodation costs will be offered by Euroconsumers)

Deadline for the papers: September 30th, 2021

Date of the conference: November 2021

Venue: Portugal, Lisbon – Web Summit, Altice Arena & Fil

Papers can be sent to info@euroconsumers.org (subject: 2021 My Data is Mine Award)