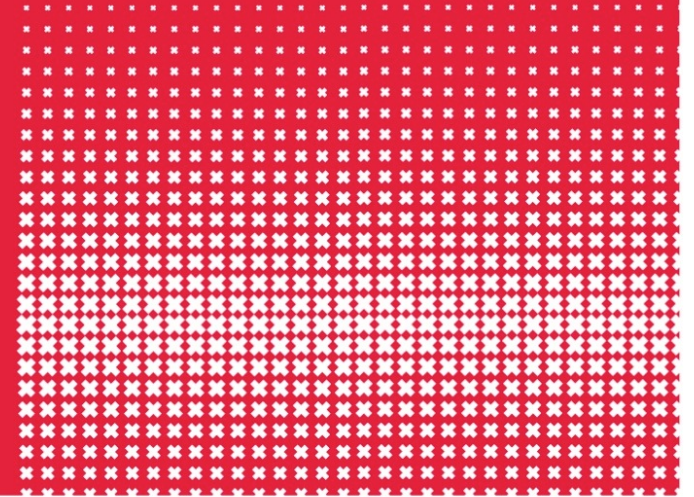




Dr. Frederik Borgesius



IViR Institute for Information Law
University of Amsterdam



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Frederik Borgesius



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photo: Chris van Houts

Frederik is a researcher at the Institute for Information Law (IViR) of the University of Amsterdam. His research interests include profiling, privacy, data protection law, freedom of expression, and discrimination. He has published widely on these topics. He regularly presents at national and international conferences, and has presented at the Dutch and the European Parliament. His book '[Improving Privacy Protection in the Area of Behavioural Targeting](#)' was published in 2015 by Kluwer Law International.

Before joining IViR, Frederik worked in the music industry for many years. He obtained his Research Master's degree in Information Law at IViR, and studied for one semester at Hong Kong University. During his Master,

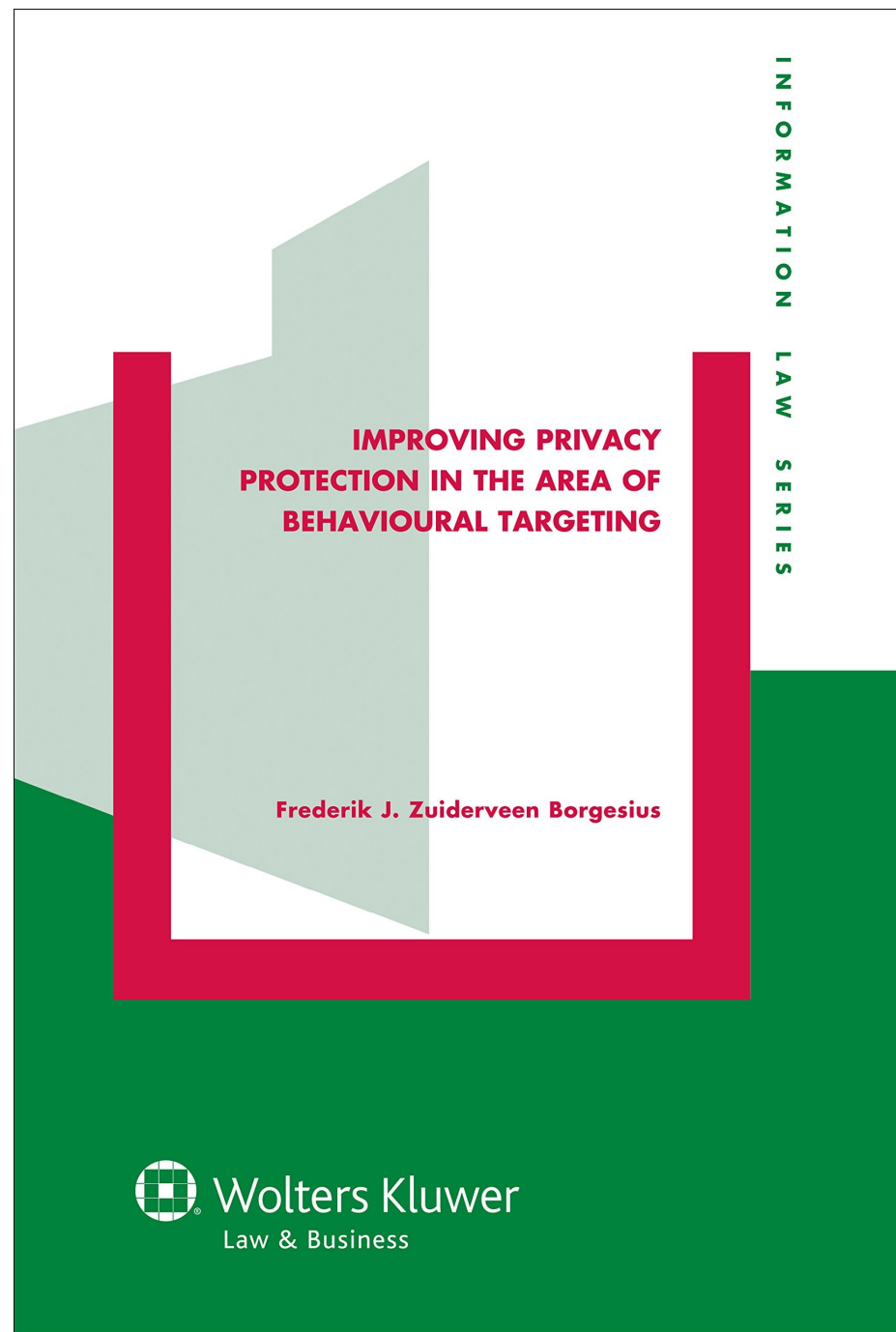


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MODERN STUDIES IN EUROPEAN LAW



NUDGE AND THE LAW

A EUROPEAN PERSPECTIVE

WITH A FOREWORD BY CASS SUNSTEIN

EDITED BY

ALBERTO ALEMANNO AND ANNE-LISE SIBONY

B L O O M S B U R Y

Personalised Communication

Understanding the use and effects of personalised media and their implications for law and policy

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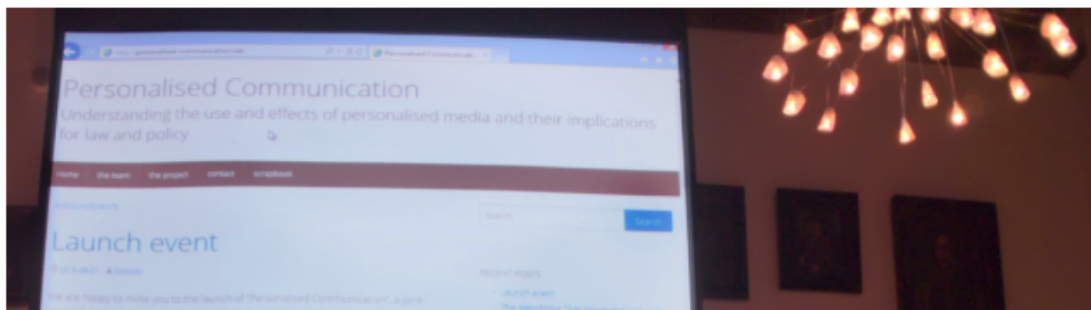
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We officially started!

🕒 2015-09-25 👤 DAMIAN

With a festive kickoff event ([program here](#)) in the [Agnietenkapel](#), one of the most beautiful buildings of the University of Amsterdam, we launched our project. A lot of interested guests and partners of the project attended the event. Combining perspectives from law, policy, media studies, computer science and journalism, a panel of experts discussed the state of personalised communication and its implications. We collected some impressions:



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Personalised Communication

Abstract

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Online Price Discrimination and Data Protection Law

Frederik J. Zuiderveen Borgesius

University of Amsterdam - Institute for Information Law (IVIR)

August 28, 2015

Forthcoming as a conference paper for the Amsterdam Privacy Conference 23-26 October 2015

[Amsterdam Law School Research Paper No. 2015-32](#)

[Institute for Information Law Research Paper No. 2015-02](#)

Abstract:

Online shops can offer each website customer a different price – a practice called first degree price discrimination, or personalised pricing. An online shop can recognise a customer, for instance through a cookie, and categorise the customer as a rich or a poor person. The shop could, for instance, charge rich people higher prices. From an economic perspective, there are good arguments in favour of price discrimination. But many regard price discrimination as unfair or manipulative. This paper examines whether European data protection law applies to personalised pricing. Data protection law applies if personal data are processed. This paper argues that personalised pricing generally entails the processing of personal data. Therefore, data protection law generally applies to personalised pricing. That conclusion has several implications. For instance, data protection law requires a company to inform people about the purpose of processing their personal data. A company must inform customers if it personalises prices.

Number of Pages in PDF File: 21

Keywords: Price discrimination, personalised prices, data protection law, privacy, discrimination, cookie, tracking, personal data, consumer law

JEL Classification: K12, K00, D10, D11, D20, D30, D40, D60, D70, L00, L11, L20, L51

APC 2015 amsterdamprivacyconference

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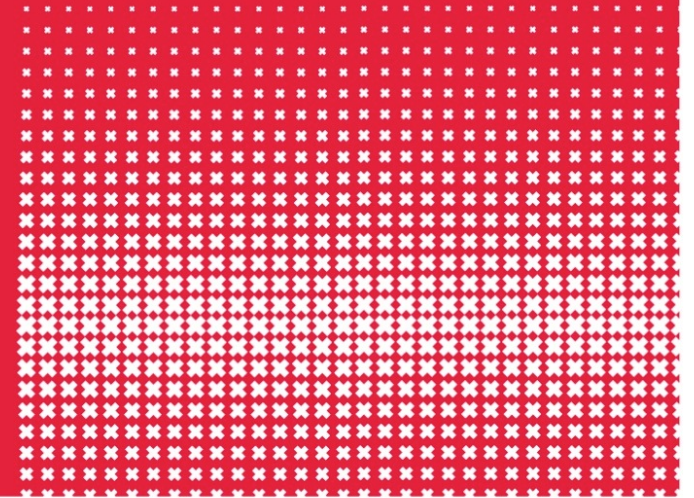
Welcome to the Amsterdam Privacy Conference 23-26 October

This unique interdisciplinary conference is taking place October 23-26 at the intimate venue of the Oudemanhuispoort in the heart of Amsterdam, The Netherlands. It is organized by the Amsterdam Platform for Privacy Research (APPR), an initiative of the University of Amsterdam with active participants from such diverse disciplines as philosophy, law, economics, informatics, social sciences, medical sciences and media sciences. APC 2015 will bring together leading experts in the field of privacy who will formulate, discuss and answer the challenging privacy questions that lie ahead of us.

APC 2015 offers both parallel and keynote sessions. Confirmed keynote speakers are: **Anita Allen, Julie Brill, Gabriella Coleman, Amatal Etzioni, Viktor Mayer-Schönberger, Deirdre Mulligan, Helen Nissenbaum, Peter Schaar, Ashkan Soltani and Latanya Sweeney.**

For the full conference program, please [click here](#).





Thank you!

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