

Contents

Introducing a Holistic Approach to Personal Data	1
Mor Bakhoun, Beatriz Conde Gallego, Mark-Oliver Mackenrodt, and Gintarė Surblytė-Namavičienė	
Part I Fundamentals of Personal Data: Between Personal Property Rights and Regulation	
The Golden Age of Personal Data: How to Regulate an Enabling Fundamental Right?	7
Manon Oostveen and Kristina Irion	
From Personality to Property?	27
Andreas Sattler	
The Failure of Control Rights in the Big Data Era: Does a Holistic Approach Offer a Solution?	55
Helena Ursic	
The Ambivalence of Algorithms.	85
Philipp Hacker	
Part II Personal Data and Competition Law	
Blurring Boundaries of Consumer Welfare	121
Inge Graef	
The Rise of Big Data and the Loss of Privacy	153
Anca D. Chirita	
Big Data, Open Data, Privacy Regulations, Intellectual Property and Competition Law in an Internet-of-Things World: The Issue of Accessing Data.	191
Björn Lundqvist	

A Competition-Law-Oriented Look at the Application of Data Protection and IP Law to the Internet of Things: Towards a Wider ‘Holistic Approach’ 215
Jacopo Ciani

Part III Personal Data, Civil Law and Consumer Protection

Proprietary Rights in Digital Data? Normative Perspectives and Principles of Civil Law 253
Lennart Chrobak

Personal Data After the Death of the Data Subject—Exploring Possible Features of a Holistic Approach 273
Mark-Oliver Mackenrodt

The General Data Protection Regulation and Civil Liability 303
Emmanuela Truli

Protecting Children Online: Combining the Rationale and Rules of Personal Data Protection Law and Consumer Protection Law 331
Milda Mačėnaitė

Personal-Data and Consumer Protection: What Do They Have in Common? 377
Matilde Ratti

Part IV Personal Data, IP, Unfair Competition and Regulation

The Right to Data Portability and Cloud Computing Consumer Laws . . . 397
Davide Mula

The Interface Between Data Protection and IP Law: The Case of Trade Secrets and the Database *sui generis* Right in Marketing Operations, and the Ownership of Raw Data in Big Data Analysis 411
Francesco Banterle

Data as Digital Assets. The Case of Targeted Advertising 445
Guido Noto La Diega

Binding Corporate Rules As a New Concept for Data Protection in Data Transfers 501
Bianka Maksó

The Power Paradigm in Private Law 527
Heiko Richter