

1. Record Nr.	UNINA9910300045003321
Titolo	Personal Data in Competition, Consumer Protection and Intellectual Property Law : Towards a Holistic Approach? // edited by Mor Bakhoun, Beatriz Conde Gallego, Mark-Oliver Mackenrodt, Gintar Surblyt-Namaviien
Pubbl/distr/stampa	Berlin, Heidelberg : , : Springer Berlin Heidelberg : , : Imprint : Springer, , 2018
ISBN	3-662-57646-5
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (569 pages)
Collana	MPI Studies on Intellectual Property and Competition Law, , 2191-5830 ; ; 28
Disciplina	341
Soggetti	International law Computers - Law and legislation Information technology - Law and legislation Law - Europe Civil law Public International Law Legal Aspects of Computing European Law Civil Law
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I Fundamentals of Personal Data: Between Personal Property Rights and Regulation -- Part II Personal Data and Competition Law -- Part III Personal Data, Civil Law and Consumer Law -- Part IV Personal Data, IP, Unfair Competition and Regulation.
Sommario/riassunto	This book analyses the legal approach to personal data taken by different fields of law. An increasing number of business models in the digital economy rely on personal data as a key input. In exchange for sharing their data, online users benefit from personalized and innovative services. But companies' collection and use of personal data raise questions about privacy and fundamental rights. Moreover, given the substantial commercial and strategic value of personal data, their

accumulation, control and use may raise competition concerns and negatively affect consumers. To establish a legal framework that ensures an adequate level of protection of personal data while at the same time providing an open and level playing field for businesses to develop innovative data-based services is a challenging task. With this objective in mind and against the background of the uniform rules set by the EU General Data Protection Regulation, the contributions to this book examine the significance and legal treatment of personal data in competition law, consumer protection law, general civil law and intellectual property law. Instead of providing an isolated analysis of the different areas of law, the book focuses on both synergies and tensions between the different legal fields, exploring potential ways to develop an integrated legal approach to personal data.
