

1. Record Nr.	UNINA9910595465003321
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Titolo	Personality Merchandising and the GDPR : An Insoluble Conflict? // Jingzhou Sun
Pubbl/distr/stampa	Baden-Baden : , : Nomos Verlagsgesellschaft mbH & Co. KG, , 2022
Descrizione fisica	1 online resource (282 pages)
Disciplina	658.8
Soggetti	Merchandising
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	Upon almost identical conditions of application, the GDPR takes precedence over national legal regime for merchandising. It raises the research question: how would the GDPR regulate merchandising? And, whether the consequences are theoretically justified and practically reasonable? Unlike the GDPR, which is devised to enhance one's control over personal data by omitting its commercial value and limiting personal autonomy in private law, the German legal regime recognizes the pecuniary components in the right to one's image and de facto confirms their licensability. The KUG offers over 100 years of experience in merchandising for the GDPR's risk-based approach.