

1. Record Nr.	UNINA9910634036303321
Titolo	Antitrust in Data Driven Markets & Legal Framework for Influencers, Native Advertising and Control over the Use of AI in Marketing / / edited by Bruce Kilpatrick, Pierre Kobel, Pranvera Këllezi
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2023
ISBN	3-031-07422-X
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (463 pages)
Collana	LIDC Contributions on Antitrust Law, Intellectual Property and Unfair Competition, , 2199-7438
Disciplina	343.0721 342.0858
Soggetti	Conflict of laws International law Comparative law Information technology - Law and legislation Mass media - Law and legislation Artificial intelligence Telemarketing Internet marketing Big data Trade regulation Private International Law, International and Foreign Law, Comparative Law IT Law, Media Law, Intellectual Property Artificial Intelligence Digital Marketing Big Data International Economic Law, Trade Law
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Part I: Antitrust in Data Driven Markets -- International Report -- Australia -- Austria -- Belgium -- France -- Germany -- Hungary --

Norway -- Switzerland -- United Kingdom -- Part II: Legal Framework for Influencers, Native Advertising and Control over the use of AI in Marketing -- International Report -- Austria -- Brazil -- Germany -- Hungary.

Sommario/riassunto

This book gathers contributions from a broad range of jurisdictions, written by practitioners and academics alike, and offers an unparalleled comparative view of key issues in competition law, intellectual property and unfair competition law, with a specific focus on the use of personal data. The first part focuses on the role of competition law in shaping the digital economy. It discusses the use of personal data, the market power of platforms, the assessment of free services, and more broadly the responsibility of dominant companies in the smooth functioning of the digital economy. In turn, the second part sheds light on how the conduct of influencers, native advertising and the use of AI for marketing purposes can be controlled by the law, focusing on the use of personal data and the impact of behavioral advertising on consumers. In this regard, the book brings together the current legal responses across a number of European and other countries, all summarized and elaborated on in the form of two international reports. The LIDC is a long-standing international association that focuses on the interface between competition law and intellectual property law, including unfair competition issues.
