

LAW AND DIGITAL TECHNOLOGIES

Internet Privacy and Data Protection

Seminar 1:

Introduction *prof. mr. Gerrit-Jan Zwenne*

October 14th, 2015



*artefact from
the future*



TOTO INTELLIGENT YOU-RINAL — POWERED BY GOOGLE STREAMSENSE ANALYTICS



YOU AREN'T GETTING ENOUGH VITAMIN D.
 ONE CAN OF GENENTECH ENHANCED SARDINE SHAKE HAS 278% OF USRDA.

WHY IS THIS RECOMMENDED?
 VITAMIN D LEVEL IN URINE: **10 PC/ML**



YOU ARE DANGEROUSLY DEHYDRATED.
 RESTORE YOUR LIQUIDITY WITH POLAND SPRING 100% NATURAL BOTTLED WATER.

WHY IS THIS RECOMMENDED?
 SPECIFIC GRAVITY: **1.04**



ARE YOU SATISFIED WITH LEXAPRO?
 ASK YOUR DOCTOR ABOUT Cymbalta FOR YOUR DEPRESSION.

WHY IS THIS RECOMMENDED?
 SEROTONIN DETECTED: **34 NG/ML**

BIOPROBE ARRAY ONLINE



BILIRUBIN: NOT DETECTED
 LEVONORGESTREL ALFA-2-GLUCOPROTEIN: NEGATIVE
 PROTEIN LEVELS: LOW
 LACTIC ACID: DETECTED, NOT DETECTED
 CANNABINOIDS: DETECTED
 METABOLITES & TOXICITY: PRESENT
 ANTIHISTAMINE: DETECTED

INDOLENIC ACID: DETECTED
 HEMOGLOBIN CONCENTRATION: NEGATIVE
 BLADDER CANCER: NEGATIVE
 APPETITIZER: NEGATIVE
 LIVER FUNCTION: SUBOPTIMAL
 KIDNEY FUNCTION: NORMAL
 BODY TEMPERATURE: VARIATIONLESS

NEXT SCHEDULED AUTOCLEAN: T-4:00PM 04/16/2019

artefact from the future



ALL BENNIGANS EMPLOYEES MUST PERFORM COLD PLASMA STERILIZATION OF HANDS BEFORE RETURNING TO WORK.



HIT TARGET TO OPT OUT OF PERSONALIZED ADS



professors for this course



G-J. (Gerrit-Jan) ZWENNE
Full Professor Leiden University
Partner Bird & Bird LLP



E.L.O (Esther) KEYMOLEN
Assistent Professor Leiden
University



B.W. (Bart) SCHERMER
Assistent Professor Leiden University Owner
Considerati B.V.

course overview

1. *14th October* **Introduction** Zwenne “**You have zero Privacy anyway. Get over it**” Keymolen

2. *14th October* **History, Context and Background of European DP Law** Zwenne

3. *21th October* **Privacy and Data Protection** Keymolen

4. *28th October* **Key Concepts of EU DP Law** Zwenne

5. *28th October* **Territorial Scope of DP Law** Zwenne **Workshop on privacy metaphors** Keymolen

6. *28th November* **Principles Relating to Data Protection** Zwenne

7. *4th November* **Data Subject Rights and Controller Obligations (incl. profiling)** Borgesius

8. *4th November* **Third Country Transfers** mr. van der Eijk **Overview ePrivacy** Zwenne

9. *11th November* **Data Protection in Practice: A Data Protection Impact Assessment** Schermer

10. *11th December* **Exam Training** Zwenne & Keymolen

★ *18 November* **Oral Exam!** Zwenne & Keymolen

★ *2nd December* **Paper due!**

What is privacy?

- physical → *respect for physical and mental integrity (drugtest, cavity search)*
- territorial → *inviolability of the home*
- communications → *secrecy of correspondence*
- informational → *claims of individuals with respect to information on them*



questions?

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