

Data Driven Marketing: Opportunities, Challenges and Ethics

Multi-disciplinary Workshop

Friday 17. March 2023

14:00 -18:00 in LIF 2.2.

**Centre for Commercial Law Studies (CCLS),
School of Law**

Queen Mary University of London

Lincoln's Inn Fields London WC2A 3JB



Scan for directions

This Workshop is jointly organised by the TMT Law Institute at CCLS, and the Digital Environment Research Institute of Queen Mary University of London



Concept

The online profiling of consumers through apps and internet browsing has led to more efficient, personalised marketing based on correlations between consumer profiles. Opportunities for targeted communication arise in many different fields, making marketing more relevant, and a better consumer experience. Online marketing is a field which has seen fantastic innovation and opportunities for value creation.

At the same time, modern ad technologies raise complex legal and ethical questions including, not even limited to Data Protection and the regulation of Artificial Intelligence.

Personalised marketing raises concerns about the potential for user manipulation, and exploitation of vulnerable consumers, or even raises questions of addictive behaviours in certain sectors such as social media, gaming/gambling or pornography. Some go even further in arguing that business insight in consumer behaviour and the prediction of future behaviour challenges consumers' and citizens' autonomy. Personalization and categorization of users has led to accusations of discrimination and unfairness. Little agreement exists as to how to address these challenges through regulation and governance.

The Workshop includes presentations on how data driven marketing works (the technology, ecosystem, stakeholders, economic and business drivers); potential risks and challenges (autonomy, inequality, price discrimination); current legal frameworks (data protection & consumer protection) and how this area should be governed in the future (critical review of UK government's Online Advertising Programme) to ensure rights protection is part of innovative forms of advertising.

The Workshop will evaluate what are the dark patterns in data-driven marketing and how to counter them and whether traditional regulation makes sense given the nature of the technologies.

A discussion of these topics is timely, given that the Online Advertising Programme is currently being considered by the government.



Scan below to find out more:





Programme

13:30-14:00 Registration

14:00-14:05 Introduction by Professor Julia Hörnle, Centre for Commercial Law Studies, QMUL

14:00-14:30 Keynote Speech by:

Jack Harvey, Head of Technology, Information Commissioners Office or Stephen Almond, Director of Technology, Innovation and Enterprise, ICO

How to hardwire rights protection into innovative advertising?

14:30-15:30 Panel 1: TECHNOLOGY, CHALLENGES & RISKS

CHAIR: Dr Eranjan Padumadasa

Dr Sianne Gordon-Wilson School of Business & Marketing, QMUL Influencer Marketing and Contemporary Challenges

Helen Fairfax-Wall Which?

Fraud and Scams Enabled through Advertising- Responsibility of Platforms to Prevent Scams through Content Moderation

Dr. Güneş Acar Assistant Professor Digital Security Group, Radboud University
Dark Patterns in e-Commerce and Digital Marketing

Prof Yasmin Ibrahim School of Business & Management, QMUL AI and Programmatic Advertising: An Ethical Overview

15:30-16:00 Coffee & Tea Break



Programme

16:00- 17:00 Panel 2 FUTURE REGULATION TAKING SHAPE & HOW TO ADDRESS THE CHALLENGES & RISKS

CHAIR: Laura Edgar

Dr. Mateja Durovic

Commercialization of Consumer Data- Consumer Protection Law

Moritz Godel, London Economics

Digital Marketing and Root Causes for Consumer Harms

Stuart Helmer, Partner CMS Cameron Mckenna LLP

Data Driven Marketing and the Law: Time for Change? TBC

Professir Jan Trzaskowski, Copenhagen Business School

Human Dignity, Autonomy and Transparency

17:00-18:00 Panel 3 INDUSTRY BEST PRACTICES

CHAIR: Prof Jan Trzaskowski

Maura Migliore, Dunnhumby

GDPR Compliance & Digital Marketing Protections TBC

TBC, Global Entertainment

Data Driven Marketing and Free Media: Innovation & Risk Management TBC

Chris Combemale, CEO, Data & Marketing Association

Privacy Friendly Data and Digital Marketing: the Value of Data, Ethical Frameworks, Codes of Conduct

Dr Eranjan Padumadasa School of Electronic Engineering and Computer Science, QMUL

Demystifying the Demonised Data Landscape: Can AI be the Solution for the Privacy Problem or be the Devil in Disguise