



INFORMATICS COLLOQUIUM

Speaker:

Christian Kunz, BitsaboutMe AG; Luka Hamza, Aigul Kaskina,
University of Fribourg

A Me2B Personal Data Marketplace where Technology meets Users' Rights of Data Protection and Privacy.

Abstract:

Christian Kunz will present his startup, BitsaboutMe that operates in the newly emerging Personal Data Economy. In line with the new EU data protection regulation (GDPR) enforced on 25th of May 2018, BitsaboutMe provides a new innovative service that empowers online users to reclaim control over their personal data, in order to better protect their privacy and to get a fair deal when sharing their data with companies. BitsaboutMe has developed an online marketplace for personal data, that enables individuals to share their profiles safely and securely.

Next, **Luka Hamza** will present the prototype of a consent management system in the context of personal data marketplace developed in cooperation with BitsaboutMe for his Master thesis. He will discuss the integration of GDPR requirements, design of consent requests, users' attitudes towards the use of data marketplace and other issues met while developing the prototype of the consent management system.

Aigul Kaskina will talk about her PhD research which addresses the issues of user disclosure behavior on online platforms. In particular, she will present privacy framework designed for the platform for political participation which allows to measure citizens' privacy preferences. Further, the modeling approach of privacy preferences using fuzzy clustering techniques together with the design of fuzzy-based recommender system of privacy settings will be presented.

Bio:

Christian Kunz, Cofounder & CEO, is a web veteran and data enthusiast. He is convinced that only user centric data models can protect privacy and guarantee that consumers get a fair share of the value generated from their data. He holds a Ph.D. in Nuclear Physics from MIT and has spent his corporate career with McKinsey & Company, at eBay where he was responsible for the global advertising business and most recently as CEO of ricardo.ch. **Luka Hamza** is a Master student at University of Fribourg. His Master thesis titled "Consent management system for a Personal Data Marketplace: Case of BitsaboutMe" studies how the legal text of GDPR can be translated into easy to understand consumer rules based on which a standardized framework for consent management systems can be created. **Aigul Kaskina** is a PhD candidate at Information Systems Research Group of University of Fribourg. After graduating with Master degree in Computer Science from Oxford Brookes University and working as IT specialist in the industry, she is currently a researcher interested in the topics of fuzzy logic, privacy and recommender systems.

Date and time: Friday May 25th, 2018, 5.15 pm
Location: Pérolles 21, room G230, Bd de Pérolles 90, Fribourg
Contact person: Andreas Meier

The colloquium is free and open to the public.