

CURRICULUM VITAE

Professor, PhD JAN TRZASKOWSKI, born in Denmark in 1972

CONTACT DETAILS

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| Private | Toldbodgade 55, 1., DK-1253 Copenhagen K jan@trzaskowski.dk +45 25370205 |
| Work | Copenhagen Business School, CBS LAW (MPP), Porcelænshaven 18B, 1st floor, DK-2000 Frederiksberg jt.law@cbs.dk +45 38152627 |

PROFILE AND LANGUAGES

Expertise in legal research, education and dissemination. I have for almost 25 years been professionally engaged in legal aspects of information technology with particular focus on marketing and the protection of personal data. Hands-on experience from politics, law-making and entrepreneurship as well as a profound psychological and technological understanding.

Living in Copenhagen with wife. Father of three kids. Interests in sports (rowing and running), photography and graphic design (book design and typesetting).

Fluent in Danish (mother tongue) and English. Basic knowledge of German, Dutch and French.

EDUCATION

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| 9 December 2005 | PhD, Law Department, Copenhagen Business School |
| 18 June 1997 | Master of Business Administration and Commercial Law, Aalborg University |
| 15 June 1995 | Bachelor of Business Administration and Commercial Law, Aalborg University |

EMPLOYMENT

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| Since 2021 | Professor, Aalborg University (20%) Academic tasks within marketing law and data protection law. |
| Since 2017 | Professor (mso), Copenhagen Business School See academic qualifications below. |
| 2008–2017* | Associate Professor, Copenhagen Business School See academic qualifications below. |
| 2005–2008 | Assistant Professor, Copenhagen Business School See academic qualifications below. |
| 2002–2005 | Research Fellow (PhD), Copenhagen Business School See academic qualifications below. |
| 2000–2002 | Co-Founder, Managing Partner and Legal Adviser, von Haller Law Firm (now Bird&Bird) Legal counsel within business law, including in particular marketing law, privacy and international issues. Also responsible for the establishment and management of the law firm, including contract negotiation, marketing, external collaboration and product development. In the period, the law firm grew from zero to 15 employees. |
| Since 2000 | Editor, Director and Board Member, Ex Tuto A/S Editor at Ex Tuto Publishing A/S which publishes law books. Various project administration and development. The company also undertakes legal counselling and graphic activities. |

1997–2000

Head of Section, The Danish National Consumer Agency ('Forbrugerstyrelsen')

Serving the Minister of Trade and Industry, participating in work and negotiations under EU, OECD and the Nordic Minister Council. Head of the Danish delegation that negotiated the E-Commerce Directive (Directive 2000/31/EC) in the European Council and OECD Guidelines for Consumer Protection in the Context of Electronic Commerce (1999). Member of the EU Expert Group on Commercial Communication. Also serving the Danish Consumer Ombudsman in questions relating to electronic commerce and in connection with the enforcement of the Danish marketing practices act. Responsible for the Nordic Consumer Ombudsmen's first guidelines for electronic commerce (1998).

* **Leave of absence.** Parental leave: 42 weeks (2010, 2012 and 2014); family care: 17 weeks + 18 weeks part time (2011–12).

RESEARCH AND DISSEMINATION

Research interests My primary focus is on marketing law with particular focus on consumer and data protection in the modern information society. I have worked professionally with these subjects since 1997 (in academia since 2002). I have developed these legal fields through national and comparative research, focusing on EU law, and by the introduction of behavioural sciences to the field of consumer law. Throughout my research I have maintained a Legal Risk Management approach. I have added a focus on the intersection between market law and fundamental democratic rights in the European Union.

International research I have carried out research at the following universities: European University Institute, Florence (2014), Columbia University, New York (2012, 2008 and 2006), Stanford Law School (2010–11), University of New South Wales, Australia (2016 and 2009), Amsterdam University (several times, 2003–2005) and University of Texas at Austin (2003).

Publications Many national and international publications in high-ranked academic journals. My research has *inter alia* been referred to by the Court of Justice of the European Union and the European Commission. I have authored/co-authored many books and I am currently writing a commentary on the Unfair Commercial Practices Directives (forthcoming, Edward Elgar 2022) and a book on data-driven business models, unfair competition law and privacy (forthcoming, Ex Tuto 2021).

Together with academic colleagues, I maintain treatises on marketing law (*Markedsføringsretten* [3rd edition, 2017]), Internet law (*Internetretten* [3rd edition, 2017] and *Introduction to EU Internet Law* [2nd edition, 2018]), data protection law (*GDPR Compliance* [2019]) and various aspects of law in writing (*Skriftlig jura*, [2nd edition, 2020])—the mentioned books are used by professionals and for teaching purposes at Copenhagen Business School, Copenhagen University, University of Southern Denmark and Aalborg University.

See Annex A for a complete list of publications.

Reviewer Editor-in-chief at Ex Tuto Publishing A/S. Ad hoc reviewer for *International Journal of Law and Information Technology* (Oxford University Press), *Modern Law Review* (John Wiley & Sons), *Journal of Consumer Policy* (Springer), *Journal of European Consumer and Market Law* (Beck/Kluwer Law International), *International Review of Law, Computers and Technology* (Taylor & Francis), *International Data Privacy Law* (Oxford University Press), *Danish Weekly Law Journal* (UfR) and Edward Elgar Publishing. Also written book reviews (on request) for *Common Market Law Review* (Wolters Kluwer) and *Danish Weekly Law Journal* (UfR).

Presentations In recent years I have been invited to present my research at the European Commission (several times), European Parliament, Stanford Law School, Wharton School (University of Pennsylvania), EU Institute in Florence (several times), Hebrew University in Jerusalem (Israel), International Association of Consumer Law (several times), Hawaii International Conference on System Sciences (several times), Pretoria International Consumer Law Conference (several times), European Association of Psychology and Law, European Association of Law & Economics, International Federation of Computer Law Association, ITechLaw Association, University of New South Wales (twice), Swinburne University in Melbourne, Stockholm University (several times), Copenhagen University (several times), University of Southern Denmark and Aalborg University.

See Annex B for a complete list of presentations.

TEACHING, SUPERVISION, AND ASSESSMENTS

Teaching

I teach marketing law, internet law and data protection law. I have exercised case-based and research-based teaching for many years for which I receive good feedback and evaluations. Following professional teaching supervision during my Assistant Professor-position (2006), the supervisor (Jens Tofteskov, CBS) concluded that 'altogether Jan Trzaskowski is an extraordinarily competent teacher'. I have developed many teaching cases and keep developing my teaching style. Experience with blended learning and online teaching.

Member of representative group for the CBS 'evaluation project'. Published an op-ed on *Altinget* concerning learning contracts for university teaching (with Jens Tofteskov, CBS).

Supervision

PhD supervisor (secondary) for Luisa Teresa Hedler Ferreira, MPP/CBS ('Jurimetrics and Legal Analytics'). Supervisor of industrial PhD at CBS and Italian PhD Fellow during visit to CBS. Developed PhD projects with candidates in connection with external funding (see external funding below).

I have supervised many research projects on both master and bachelor level. Also supervised and instructed teachers within the courses, I manage.

Assessments

Chairman of three PhD assessment committees (Jonatan Echebarria Fernández [CBS, 2018/2019], Mette Ohm Rørdam [CBS, 2013] and Monica Viken [CBS, 2011]) and opponent at pre-defence (Daniel Ronzani [CBS, 2009]). Member of Assessment committee concerning an associate professor position (Aalborg University, 2016). Also reviewer of a PhD-proposal (Wageningen School of Social Sciences, 2015).

Invited to participate in a PhD assessment committee at Aarhus University in 2012 (unavailable due to research trip abroad) and to evaluate a research proposal for Research Foundation Flanders.

Exam Invigilator for legal studies in Denmark (2018–2022).

Cooperation with Stakeholders

Expert

Several times, I have served as expert for inter alia EU organisations (including the European Commission and the European Parliament), the Danish Competition and Consumer Authority (Konkurrence- og forbrugerstyrelsen), the Danish Consumer Ombudsman (Forbrugerombudsmanden) and the Danish Consumer Council (Forbrugerrådet).

Media

I frequently interact with various media which have lead to many quotations and several radio and television appearances.

Conferences

I am a frequent speaker at Danish and international conferences, seminars etc. I have organised/co-organised several national and international conferences, seminars and workshops on marketing law, internet law, data protection and legal risk management.

I am seminar coordinator at CBS LAW. I have organised or co-organised the following conferences/seminars:

- Trading Personal Data in Algorithmically Mediated Democracies (BiDEM/CBS, 2022)
- Perspectives on Business in Democracy (BiDEM/CBS 2021)
- Externalities of data-driven business models (BiDEM/CBS, 2021)
- Democratic Implications of Online Business Models – Can research save democracy? (BiDEM/CBS, 2019)
- Coherence in EU Internet Law (CBS, 2014)
- Ethical Hacking (CBS 2014)
- Internetretten anno 2012 (CBS, 2012)
- Dansk markedsføringsret i unionsretligt perspektiv (CBS, 2011)
- Miljømarkedsføring (CBS, 2010)
- Total og Sanoma-afgørelsen og markedsføringslovens specialforbud (CBS, 2009)
- Reklameforbud (CBS, 2009)
- Reklameidentifikation i moderne medier (CBS, 2008)
- Selvregulering (CBS, 2008)
- Creative Commons i Danmark (speakers included Lawrence Lessig and Tor Nørretranders) (CBS, 2006)
- Fusing Best Business Practises with Legal Information Management and Technology (Stockholm, 2005)
- EU Electronic Commerce Law (CBS, 2003).

STUDY AND COURSE ADMINISTRATION

Study administration

Member of the 'Study Board for Business IT' (BA(im), HA(it), CM(it), E-buss) at Copenhagen Business School since 2016. From 2009 until 2015 I was member of the study board of EBUSS (managed by CBS) at Copenhagen IT University.

Course administration

I am responsible for 8 courses that I have developed, including 1 course on marketing law, 2 courses on market law (introductory and advanced), 3 courses on IT law (IT contracts, data-driven business models, EU internet law) and 2 courses on data protection law.

I manage approximately 4,000 Profix hours per year at CBS.

FUNDING AND PROJECT ADMINISTRATION

Funding

Applications for external funding include (*see also list below*) Otto Mønstedts Fond (DKK 210,000, June 2020 [**granted**]), Dreyers Fond (DKK 40,000, January 2020 [**granted**]), ReNew (NOK 50,000, June 2019 [not granted]), Innovationsfonden (Industrial PhD, April 2019 [**granted**]), NORFACE (EUR 1.2 mill., February 2019 [not granted]) and the Danish Research Council (DKK 2 mill., October 2019 [not granted]), DKK 2 mill., June 2019 [not granted] and DKK 2 mill., October 2015 [not granted]).

Velux Foundation [co-Applicant] (DKK 6 mill., 2021 [**shortlisted at MPP**]), Participant (with CBS MSC [co-PI]) in Velux Foundations-application concerning 'Algorithms, Data and Democracy' (PI from DTU, DKK 100 mill., April 2020) [**shortlisted**, not granted].

Together with two colleagues (Hamburg and Amsterdam) I was involved in funding an EU COST-network with focus on consumer law and behavioural sciences (2015 and 2017 [not granted]). I was also part of a large-scale application (2017 and 2018) for research infrastructure (BICLabs).

I have attracted and carried out several externally funded projects, including:

- Evaluation of the EU Consumer Programmes 2007–2013 and 2014–2020 (European Commission, EUR 1,250, 2018)
- Trainings for SMEs on consumer rights in the digital age (BEUC, European Commission, EUR 7,200, 2017–2018)
- Public Sector Information (University of New South Wales, AUD 2,000, 2017)
- Fitness check of EU consumer law (European Commission, EUR 6,000, 2016)
- European trustmark for e-commerce (European Parliament, EUR 4,000, 2012)
- Vulnerable consumers (European Parliament, EUR 2,000, 2011–2012)
- Consumer law enforcement in Internet cases (University of London, EUR 2,500, 2009–2010)
- Consumer education (DOLCETA, European Commission, EUR 186,000, 2008–2011)
- Spam and spyware (European Commission, EUR 1,200, 2008–2009)
- The service directive (European Commission, EUR 2,000, 2008)
- European e-commerce trustmarks (European Consumer Centre Denmark, EUR 10,000, 2006)
- Premium rate services (Hamburg University, EUR 23,000, 2003).

I have also attracted external funding for travel and conference participation and I have participated in larger CBS-projects, including 'DREAMS' (DKK 5 mill., 2009–2011) and 'Fair Speak' (DKK 4 mill., 2009–2012).

External advisor of Civic Consulting which holds framework contracts with the European Parliament concerning research relating to inter alia consumer law and the digital single market.

Project and research administration

I have practical experience in project administration from current and previous employment. Managed many academic book projects and organised many conferences, seminars and workshops.

I have established the Business in Democracy Initiative (BiDEM) at CBS LAW with a view to create an international, multidisciplinary research group focusing on fundamental rights and market law in the modern information society. The group is managed with researchers from Wharton School (USA) and comprises 30+ researchers from 4 different CBS departments (LAW/MPP, DIGI, MARKT and MSC) as well as researchers from around the world. In 2020, the Initiative was identified as a 'prioritised local strategic initiatives' at CBS and supported with DKK 1.2 mill.

MEMBERSHIPS

- Current** Member of governmental advisory board on consumer policy ('Forbrugerpolitisk panel'), International Association of Consumer Law, Dansk Forening for Markedsføringsret (board member and co-founder), Danish Forum for IT Law, Danish Privacy Research Network and Nordic School of Proactive Law (co-founder).
- Previous** Danish Marketing Forum (Advisory Board on Law & Ethics), the Danish Ministry of Culture's working group on advertising, Creative Commons Denmark (co-founder), Member of Advisory Board for European Privacy Institute, Danish IT Society's Advisory Board on IT and Law.

NETWORK

I have an extensive personal network nationally as well as internationally, including people in academia, non government organisations, private businesses, the Danish central administration and EU institutions.

A. LIST OF PUBLICATIONS

PEER-REVIEWED PUBLICATIONS

MONOGRAPHS (SEE CHAPTERS BELOW)

1. **Jan Trzaskowski**, *The Unfair Commercial Practices Directive: A Commentary* (Edward Elgar 2022 [forthcoming, contract signed]; delayed due to Covid-19) [2–300 pages; B2].
2. * **Jan Trzaskowski**, *Your Privacy Is Important to Us! – How to restore human dignity in data-driven marketing* (Ex Tuto 2021 [352 pages; B1].
3. **Jan Trzaskowski** & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [448 pages; B1]
4. **Jan Trzaskowski**, Andrej Savin, Patrik Lindskoug & Björn Lundqvist, *Introduction to EU Internet Law* (2nd edition, Ex Tuto 2018). [400 pages; B1]
5. * Peter Møgelvang-Hansen, Thomas Riis & **Jan Trzaskowski**, *Markedsføringsretten* (3rd edition, Ex Tuto 2017). [688 pages; B1]
6. **Jan Trzaskowski** (ed.), Søren Sandfeld Jakobsen, Susanne Karstoft, Hanne Kirk, Lars Bo Langsted, Thomas Riis, Charlotte Bagger Tranberg & Helena Lybæk Guðmundsdóttir, *Internetretten* (3rd edition, Ex Tuto 2017). [816 pages; B1]
7. **Jan Trzaskowski**, Andrej Savin, Björn Lundqvist & Patrik Lindskoug, *Introduction to EU Internet Law* (Ex Tuto 2015). [352 pages; B1]
8. **Jan Trzaskowski** (ed.), Søren Sandfeld Jakobsen, Susanne Karstoft, Hanne Kirk, Lars Bo Langsted, Thomas Riis & Charlotte Bagger Tranberg, *Internetretten* (2nd edition, Ex Tuto 2012). [816 pages; B1]
9. Peter Møgelvang-Hansen, Thomas Riis & **Jan Trzaskowski**, *Markedsføringsretten* (2nd edition, Ex Tuto 2011). [718 pages; B1]
10. **Jan Trzaskowski** (ed.), Søren Sandfeld Jakobsen, Susanne Karstoft, Hanne Kirk, Lars Bo Langsted, Thomas Riis & Charlotte Bagger Tranberg, *Internetretten* (Ex Tuto 2008). [608 pages; B1]
11. Ruth Nielsen, Søren Sandfeld Jakobsen, **Jan Trzaskowski** & Kim Frost, *International Encyclopaedia of Laws: Cyber Law Denmark* (Kluwer 2007). [### pages; B2]
12. Peter Møgelvang-Hansen, Thomas Riis & **Jan Trzaskowski**, *Markedsføringsretten* (Ex Tuto 2007). [442 pages; B1]
13. **Jan Trzaskowski**, *Legal Risk Management in Electronic Commerce – Managing the risk of cross-border law enforcement* (Ex Tuto 2005). [PhD thesis; 254 pages; B1]
14. Kasper Heine, Martin von Haller Grønbaek & **Jan Trzaskowski**, *Internetjura* (2nd edition, Forlaget Thomson 2002). [668 pages; B1]

ARTICLES IN JOURNALS

15. **Jan Trzaskowski**, ‘Data-Driven Value Extraction and Human Well-Being under EU Law’, *Electronic Markets*, 2022 [forthcoming, accepted; B1]
16. * **Jan Trzaskowski**, ‘Identifying the Commercial Nature of “Influencer Marketing” on the Internet’, *Scandinavian Studies in Law*, Volume 65 (‘50 Years of Law and IT’), 2018, pp. 81–100. [20 pages; B2]
17. Peter Lewinski, **Jan Trzaskowski** & Joasia Luzak, ‘Face and Emotion Recognition on Commercial Property under EU Data Protection Law’, *Psychology & Marketing*, 2016, Volume 33, Issue 9, pp. 729–746. [18 pages; B2]
18. * **Jan Trzaskowski**, ‘Lawful Distortion of Consumers’ Economic Behaviour – Collateral Damage Under the Unfair Commercial Practices Directive’, *European Business Law Review*, 2016, Issue 1, pp. 25–49. [25 pages; B2]
19. **Jan Trzaskowski**, ‘Nye fortrydelsesregler ved elektronisk handel’, *Advokaten*, 9-2014. [3 pages]
20. **Jan Trzaskowski**, ‘Almennyttige organisationers markedsadfærd – om god skik og uanmodede henvendelser’, *Danish Weekly Law Journal*, 2014, pp. 393–402. [10 pages; B2]
21. * **Jan Trzaskowski**, ‘Unsolicited Commercial Communication in Social Media’, *European Business Law Review*, 2014, Issue 3, pp. 389–406. [18 pages; B2]
22. **Jan Trzaskowski**, ‘Uanmodet kommunikation i sociale medier’, *Danish Weekly Law Journal (UfR)*, 2012, pp. 310–318. [9 pages; B2]
23. **Jan Trzaskowski**, ‘User Generated Marketing – Legal Implications when Word-of-Mouth Goes Viral’, *International Journal of Law and Information Technology*, 2011, pp. 348–380. [33 pages; B2]
24. * **Jan Trzaskowski**, ‘Behavioural Economics, Neuroscience, and the Unfair Commercial Practices Directive’, *Journal of Consumer Policy*, 2011, pp. 377–392. [16 pages; B1]
25. **Jan Trzaskowski**, ‘Towards a Common European Marketing Law’, *EU Institute Working Paper*, Law 2010/21, 2010, pp. 35–48. [14 pages]
26. **Jan Trzaskowski**, ‘Om den unionsretlige markedsføringsret’, *Danish Weekly Law Journal (UfR)*, 2010, pp. 145–152. [8 pages; B2]

27. Jan Trzaskowski, 'Urimelig handelspraksis – Europæisering af dansk markedsføringsret', *Danish Weekly Law Journal*, 2008, pp. 275–283. [9 pages; B2]
28. Jan Trzaskowski, 'Pris og kreditoplysninger', *Danish Weekly Law Journal*, 2007, pp. 268–277. [10 pages; B2]
29. Jan Trzaskowski, 'Legal risk management ved international e-handel', *Revision & Regnskabsvæsen*, 2-2006, pp. 30–39. [8 pages; B1]
30. Jan Trzaskowski, 'Markedsføring i computerspil', *Danish Weekly Law Journal*, 2006, pp. 343–350. [8 pages; B2]
31. Jan Trzaskowski, 'Legal Risk Management in a Global, Electronic Marketplace', *Scandinavian Studies in Law*, 2006, pp. 319–337. [19 pages; B2]
32. Jan Trzaskowski, 'Direktivet om elektronisk handel', *Danish Weekly Law Journal*, 2000, pp. 643–650. [8 pages; B2]
33. Jan Trzaskowski, 'Forbrugeraftaler og reklamering på Internettet', *Danish Weekly Law Journal*, 1998, pp. 285–290. [6 pages; B2]

ARTICLES IN ANTHOLOGIES

34. * Jan Trzaskowski, 'Data-Driven Business Models – Privacy and Marketing', in Eleni Kosta & Ronald Leenes (eds), *Research Handbook on EU Data Protection Law* (Edward Elgar 2022 [Forthcoming, in print; B2]).
35. Peter Møgelvang-Hansen & Jan Trzaskowski, 'Vildledningstidspunktet', i Birgit Liin, Hans Henrik Edlund, Susanne Karstoft & Torsten Iversen (red.), *Festskrift til Palle Bo Madsen* (DJØF Forlag 2021), pp. 385-405 [21 pages; B1]
36. * Jan Trzaskowski, 'GDPR, Big Data and Small Businesses' in Adam Lindgreen, Torsten Ringberg, Thomas Ritter & Carsten Lund Pedersen, *Big Data in Small Business* (Edward Elgar 2021). [B2]
37. * Jan Trzaskowski, 'Behavioural Innovations in Marketing law' in Hans Micklitz, Anne-Lise Sibony & Fabrizio Esposito (eds), *Handbook of Research Methods in Consumer Law* (Edward Elgar 2018), pp. 296–333. [38 pages; B2]
38. * Jan Trzaskowski, 'Abonnementsfælder – i grænselandet mellem markedsføringsret og strafferet' in Sten Bønsing, Thomas Elholm, Søren Sandfeld Jakobsen & Lene Wachter Lentz (eds), *I forskningens og formidlingens tjeneste – festskrift til professor Lars Bo Langsted* (Ex Tuto 2018), pp. 365–385. [21 pages; B1]
39. Jan Trzaskowski, 'Interpretation and Assessment under the Unfair Commercial Practices Directive – the ICC Code for Advertising and Marketing and the Commission's Staff Working Document' in Ulf Bernitz & Caroline Heide-Jørgensen, *Marketing and Advertising Law in a Process of Harmonization* (Hart Publishing 2017), pp 85–103. [19 pages; B1]
40. Thomas Riis and Jan Trzaskowski, 'Det markedsretlige persongalleri' in Børge Dahl, Thomas Riis & Jan Trzaskowski (eds), *Liber Amicorum Peter Møgelvang-Hansen* (Ex Tuto 2016), pp. 439–469. [31 pages; B1]
41. Jan Trzaskowski, 'Social Media' in Andrej Savin & Jan Trzaskowski (eds), *Research Handbook on EU Internet Law* (Edward Elgar 2014). [14 pages; B2]
42. Jan Trzaskowski, 'Procedural Consumer Protection', in Patrik Lindskoug et al., *Essays in Honour of Michael Bogdan* (Juristförlaget i Lund 2013). [14 pages]
43. Peter Møgelvang-Hansen & Jan Trzaskowski, 'Alkoholreklamer og markedsføringslov – En case om samregulering' in *Festskrift for Alkoholreklamenævnet* (2010). [20 pages]
44. Jan Trzaskowski, 'Legal Risk Management – Some Reflections' in *Julebogen* (Jurist- og Økonomforbundets forlag 2005). [6 pages; B1]
45. Jan Trzaskowski, 'Legal Risk Management in Cross-Border Electronic Commerce' in Ruth Nielsen, Søren Sandfeld Jakobsen & Jan Trzaskowski, *EU Electronic Commerce Law* (Djøf Publishing 2004). [18 pages; B1]
46. Jan Trzaskowski, 'Information Requirements and Mobile Commerce in the European Union' in *Julebogen* (Jurist- og Økonomforbundets forlag 2004). [19 pages; B1]
47. Jan Trzaskowski, 'Cross-Border Law Enforcement in the Information Society (v. 0.82)' in *Julebogen* (Jurist- og Økonomforbundets forlag 2003). [16 pages; B1]
48. Jan Trzaskowski, 'Brug af webcam på offentligt tilgængelige steder' in *Julebogen* (Jurist- og Økonomforbundets forlag 2002). [13 pages; B1]

CHAPTERS IN MONOGRAPHS AND LEGAL TREATISES

49. Jan Trzaskowski, 'Personal Data and Marketing' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [36 pages; B1]
50. Jan Trzaskowski, 'EU Law and the Modern Information Society' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [20 pages; B1]
51. Jan Trzaskowski, & Max Gersvang Sørensen, 'Privacy and Personal Data' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [16 pages; B1]
52. Jan Trzaskowski, & Max Gersvang Sørensen, 'The Legal Framework for Processing Personal Data' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [8 pages; B1]
53. Jan Trzaskowski, & Max Gersvang Sørensen, 'Scope of Application' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [11 pages; B1]
54. Jan Trzaskowski, & Max Gersvang Sørensen, 'Lawful Processing of Personal Data' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [8 pages; B1]
55. Jan Trzaskowski, & Max Gersvang Sørensen, 'Legitimate Basis (Justification)' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [24 pages; B1]
56. Jan Trzaskowski, & Max Gersvang Sørensen, 'Processing Agreements' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [8 pages; B1]

57. Jan Trzaskowski, & Max Gersvang Sørensen, 'General Obligations and Responsibilities' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [16 pages; B1]
58. Jan Trzaskowski, & Max Gersvang Sørensen, 'The Data Subject's Rights' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [18 pages; B1]
59. Jan Trzaskowski, & Max Gersvang Sørensen, 'Transfer of Personal Data' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [10 pages; B1]
60. Jan Trzaskowski, & Max Gersvang Sørensen, 'Authorities, Enforcement and Sanctions' in Jan Trzaskowski & Max Gersvang Sørensen, *GDPR Compliance* (Ex Tuto 2019). [12 pages; B1]
61. Peter Møgelvang-Hansen (ed.), *International Encyclopaedia of Laws: Commercial and Economic Law in Denmark* (Wolters Kluwer 2019), pp. 203–214. [12 pages; B2]
62. Jan Trzaskowski, 'Unfair Competition and Trade Practices' in Peter Møgelvang-Hansen (ed.), *International Encyclopaedia of Laws: Commercial and Economic Law in Denmark* (Wolters Kluwer 2019), pp. 203–214. [12 pages; B2]
63. Jan Trzaskowski, 'Preface' in Jan Trzaskowski, Andrej Savin, Patrik Lindskoug & Björn Lundqvist, *Introduction to EU Internet Law* (2nd edition, Ex Tuto 2018). [2 pages; B1]
64. Jan Trzaskowski, 'Law, Internet and the European Union' in Jan Trzaskowski, Andrej Savin, Patrik Lindskoug & Björn Lundqvist, *Introduction to EU Internet Law* (2nd edition, Ex Tuto 2018). [26 pages; B1]
65. Jan Trzaskowski, 'Personal Data and Privacy' in Jan Trzaskowski, Andrej Savin, Patrik Lindskoug & Björn Lundqvist, *Introduction to EU Internet Law* (2nd edition, Ex Tuto 2018). [65 pages; B1]
66. Jan Trzaskowski, 'Marketing Law' in Jan Trzaskowski, Andrej Savin, Patrik Lindskoug & Björn Lundqvist, *Introduction to EU Internet Law* (2nd edition, Ex Tuto 2018). [58 pages; B1]
67. Jan Trzaskowski, 'Markedsføringsret' in Peter Møgelvang-Hansen, Thomas Riis & Jan Trzaskowski, *Markedsføringsretten*, 3rd edition (Ex Tuto 2017). [40 pages; B1]
68. Jan Trzaskowski, 'Prisoplysninger, prismarkedsføring og købsopfordringer' in Peter Møgelvang-Hansen, Thomas Riis & Jan Trzaskowski, *Markedsføringsretten* (3rd edition, Ex Tuto 2017). [21 pages; B1]
69. Jan Trzaskowski, 'Sortlistet handelspraksis og andre former for markedsføring' in Peter Møgelvang-Hansen, Thomas Riis & Jan Trzaskowski, *Markedsføringsretten* (3rd edition, Ex Tuto 2017). [38 pages; B1]
70. Jan Trzaskowski, 'International retshåndhævelse' in Peter Møgelvang-Hansen, Thomas Riis & Jan Trzaskowski, *Markedsføringsretten* (3rd edition, Ex Tuto 2017). [60 pages; B1]
71. Peter Møgelvang-Hansen & Jan Trzaskowski, 'Produktspecifik markedsføring' in Peter Møgelvang-Hansen, Thomas Riis & Jan Trzaskowski, *Markedsføringsretten* (3rd edition, Ex Tuto 2017). [47 pages; B1]
72. Jan Trzaskowski, 'Mediespecifik regulering' in Peter Møgelvang-Hansen, Thomas Riis & Jan Trzaskowski, *Markedsføringsretten* (3rd edition, Ex Tuto 2017). [38 pages; B1]
73. Peter Møgelvang-Hansen and Jan Trzaskowski, 'Direkte markedsføring' in Peter Møgelvang-Hansen, Thomas Riis & Jan Trzaskowski, *Markedsføringsretten* (3rd edition, Ex Tuto 2017). [38 pages; B1]
74. Jan Trzaskowski, 'Internet og jura' in Jan Trzaskowski (ed.) et al., *Internetretten* (3rd edition, Ex Tuto 2017). [20 pages; B1]
75. Jan Trzaskowski, 'Markedsføringsret' in Jan Trzaskowski (ed.) et al., *Internetretten* (3rd edition, Ex Tuto 2017). [90 pages; B1]
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127. Ruth Nielsen, Søren Sandfeld Jakobsen & Jan Trzaskowski, *EU Electronic Commerce Law* (Djøf Publishing 2004). [13 authors/232 pages]

B. LIST OF PRESENTATIONS

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2. *The illusion of transparency and consent*, BiDEM workshop on externalities of data-driven business models, 2021.
3. *Social Welfare Computing and Unfair Competition Law*, Symposium on Inter-Disciplinary Studies on Technology and Its Impact on Business, Regulation, Law, and Social Welfare, Hawaii International Conference on System Sciences, 2021.
4. *A Balanced Approach to Consumer Protection in the Context of Data-Driven Business Models*, International Consumer Law Conference, University of Pretoria, 2020.
5. *Your Privacy is Important to Us! – data-driven business models, information asymmetries and consumer protection*, Symposium on Inter-Disciplinary Studies on Technology and Its Impact on Business, Regulation, Law, and Social Welfare, Hawaii International Conference on System Sciences, 2020.
6. *Behavioural innovations in (EU) marketing law*, Behavioral Legal Studies: Cognition, Motivation and Moral Judgements, Hebrew University in Jerusalem 2019.
7. *Protecting Consumers in an Era of Pervasive Surveillance*, International Consumer Law Conference, University of Pretoria, 2018.
8. *Storytelling and privacy: How modern marketing challenges the law*, European Association of Psychology and Law, 2017.
9. *processing personal data for marketing purposes – how data protection may enhance consumer protection in the European Union*, International Association of Consumer Law, Porto Allegre, 2017.
10. *Vulnerable consumers, behavioural economics, and paternalism*, International Consumer Law Conference, University of Pretoria, 2016.
11. *Compassion: Non-commercial entities' market behaviour*, 15th International Association of Consumer Law Conference, Amsterdam, 2015.
12. *Is it Unfair to Mislead Vulnerable Consumers?*, CBS, 2014.
13. *Commercial Communication in Social Media*, CBS conference on EU Internet law, 2014.
14. *Is it Unfair to Mislead Vulnerable Consumers?*, European University Institute, Florence, 2014.
15. *Marketing Law & Behavioural Economics, Law & economics on behavioural analysis applied to economics and to law*, CBS, 2013.
16. *Marketing and vulnerable consumers*, 14th International Association of Consumer Law Conference, Sydney, 2013.
17. *Legal Aspects of User-Generated Marketing*, International Federation of Computer Law Association's Conference, Munich, 2012.
18. *Internationale spørgsmål*, CBS conference on Internet law, 2012.
19. *Markedsføringsret*, CBS conference on Internet law, 2012.
20. *Social Media Marketing and Legal Risk Management*, Nordic School of Proactive Law, Copenhagen Business School, 2011.
21. *Behavioural Economics, Neuroscience, and the Unfair Commercial Practices Directive*, European Association of Law & Economics, Hamburg, 2011.
22. *Behavioural Economics, Neuroscience and Unfair Commercial Practices*, European University Institute, Florence, 2010.
23. *Total and Sanoma ("VTB") – A critical perspective*, European University Institute, Florence, 2009.
24. *Legal Risk Management in a Global, Electronic Marketplace*, Nordic School of Proactive Law 2005, Stockholm, 2005.

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25. *Sustainable Developments Through Marketing Law*, Hamburg University, 2021.
26. *Consumers in the Green and Digital Transitions: Challenges and Solutions for a New Consumer Policy*, European Consumer Summit, European Commission, 2020.
27. *European perspective on policy priorities relating to the digital divide*, keynote panel, Hawaii International Conference on System Sciences, 2020.
28. *The Digital Consumer* (Brainstorming session on Shaping future EU consumer policy), European Commission, 2019.
29. *Neuroscience, consumer protection and privacy*, Wharton School, 2018.
30. *Markedsføringsrettens rolle i det moderne informationssamfund*, Copenhagen Business School, 2017.
31. *Privacy & The digital consent*, Aalborg University, 2017.
32. *Processing Personal Data for Marketing Purposes*, Swinburne Technical University (Melbourne), 2016.
33. *Processing Personal Data for Marketing Purposes*, University of New South Wales (Sydney), 2016.
34. *Behandling af personoplysninger til brug for markedsføring*, Akademiet for de Tekniske Videnskaber, 2016.
35. *Soft Law and Unfair Commercial Practices*, Copenhagen University, 2015.
36. *'Governance by Nudges: The New World of Welfare Capitalism'*, *Where is law going if it is not going behavioral?* (commentator), European University Institute, Florence, 2015.

37. *Law, Social Media, and Viral Marketing*, Stockholm University, 2014.
38. *Commercial Practices and Vulnerable Consumers*, University of Southern Denmark, Odense, 2013.
39. *Law, Social Media, and Viral Marketing*, Stockholm University, 2013.
40. *Viral Advertising*, Stockholm University, 2012.
41. *Behavioral Economics, Neuroscience, and Marketing Law*, Stanford Law School, 2011.
42. *Viral Advertising*, Stockholm University, 2011.
43. *Viral Advertising – EU law, Social Media, and Neuroscience*, Stockholm University, 2010.
44. *Viral Advertising – social media and neuroscience*, University of New South Wales, Australia, 2009.
45. *Business Models Integrating Public Rights (Commentator)*, Unlocking IP Conference 2009, University of New South Wales, 2009.
46. *Advertising in a Digital Environment*, e-Stockholm '08 Legal Conference, 2008.
47. *Markedsføring i computerspil*, CBS conference on gaming and gambling, 2007.
48. *E-Commerce Law and Mobile Marketing: The European Perspective*, Århus School of Business, 2007.
49. *Markedsføring i computerspil og andre virtuelle verdener*, CBS Alumni, 2007.
50. *Selvregulering af e-handel med IP intelligence og mærkning*, Nordic Conference on Law and Informatics, 2006.
51. *Juraen og det virtuelle spilunivers*, Nordic Business Law Teachers Conference, University of Southern Denmark, 2006.
52. *An Academic's Perspective on Legal Risk Management*, Oslo University, 2005.
53. *International Markedsføring og Internationale Forbrugeraftaler*, Danish Business Law Teachers, 2005.
54. *Legal v Technological Issues – Information Requirements*, IFIP TC8 Working Conference on Mobile Information Systems, Oslo, 2004.
55. *An Introduction to Cross-Border Law Enforcement in the Information Society*, University of Texas, Austin, 2003.
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57. *Legal Risk Management in Cross-Border Electronic Commerce*, Nordic Business Law Teachers Conference, Bergen Business School, 2003.

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60. *European trustmark for e-commerce*, European Parliament, 2012.
61. *The Use of Trustmarks in Electronic Commerce*, European Consumer Centres Network, Luxembourg, 2007.
62. *Recognition of Electronic Documents in Denmark*, European Forum on Electronic Signatures, Poland, 2006.
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65. *Buying and Paying over the Internet*, United Nations Development Programme, Denmark, 2002.

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