

CURRICULUM VITAE

Professor MSO, Ph.D. **JAN TRZASKOWSKI**, born in Denmark on 27 January 1972

CONTACT DETAILS

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PROFILE AND LANGUAGES

Enthusiastic, creative, and scrupulous soul with expertise in legal research, education and dissemination. Living in Copenhagen with wife, MD Signe Eiland. Father of three kids: Emilia (2010–2011), Theodor (2012) and Tilde (2014). Interests in sports (rowing and running), photography and graphic design.

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

EDUCATION

9 December 2005 **Ph.D.**, 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

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 (Ph.D.), Copenhagen Business School**
See academic qualifications below.

2000–2002 **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, establishment of alliances, and product development. In the period, the law firm grew from zero to 15 employees. The law firm is now part of Bird & Bird.

Since 2000 **Editor, Director, and Board Member, Ex Tuto A/S (academic publisher)**
Editor for Ex Tuto Publishing 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) 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.

RESEARCH AND DISSEMINATION

- Research interests** My primary focus is on market law with particular focus on consumer protection law and data protection law in the context new media. 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 legal field. Throughout my research I have maintained a Legal Risk Management approach.
- 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 (2009 and 2016), Amsterdam University (several times between 2003 and 2005), and University of Texas at Austin (2003).
- Publications** Several national and international publications. 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.
Together with academic colleagues, I maintain treatises on marketing law (Markedsføringsretten [3rd edition 2017]), Internet law (Internetretten [3rd edition 2017]), Introduction to EU Internet Law [2nd edition 2018]) and various aspects of law in writing (Skriftlig jura [1st edition in 2012])—the mentioned books are used 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** Main editor for Ex Tuto Publishing. Ad hoc reviewer for International Journal of Law and Information Technology (Oxford University Press), 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 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, European Parliament, Stanford Law School, Wharton School, EU Institute in Florence (several times), International Association of Consumer Law (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** Primarily, I teach marketing law, Internet law, and data privacy law. I have exercised case-based and research-based teaching for many years for which I receive very 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, including some for HA-JUR where I combine law and marketing with a setting where a relevant representative from a real business presents the case, and subsequently (a week later) discusses the solutions presented by the students.
- Supervision** I have supervised several research projects on both master and bachelor level. Also supervised and instructed teachers within the courses, I manage.
- Assessments** Chairman of three Ph.D. assessment committees (Jonatan Echebarria Fernández, CBS 2018, 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 for Wageningen School of Social Sciences in 2015.
Invited to participate in a Ph.D. 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 Consumer Ombudsman and the Danish Consumer Council.

Media

I frequently interact with various media which have led 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 or co-organised several national and international conferences and seminars on marketing law, Internet law and legal risk management. I have organised or co-organised the following conferences/seminars:

- 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 Member of the 'Business IT-Study Board' (BA(im), HA(it), CM(it), E-buss) at Copenhagen Business School. I have from 2009 until 2015 been 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, [national] Internet Law, EU Internet Law), and 2 courses on data protection law.

FUNDING AND PROJECT ADMINISTRATION

Funding

I have applied to the Danish Research Council for DKK 2 mio. for a project on 'fair processing of personal data for marketing purposes' (October 2015). A renewed application is in the making. I am on the Advisory Board for the Cohabit project (Novo Nordisk Foundation, DKK 9.979.200).

Together with two colleagues (Hamburg and Amsterdam) I am involved in funding an EU COST-network with focus on consumer law and behavioural sciences (rejected in 2015 and 2017). I am also part of a large-scale application (2017 and 2018) for research infrastructure (BICLabs).

I have attracted and carried out several externally funded projects on inter alia:

- 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' (approx. 5 million DKK, 2009-2011) and 'Fair Speak' (approx. 4 million DKK, 2009-2012).

Project administration

I have practical experience in project administration from current and previous employment.

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

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Annex A. List of Publications

Annex B. List of Presentations

A. LIST OF PUBLICATIONS

PEER-REVIEWED PUBLICATIONS

MONOGRAPHS, SINGLE AUTHOR (BFI 1)

1. Jan Trzaskowski, *Legal Risk Management in Electronic Commerce – Managing the risk of cross-border law enforcement*, Ex Tuto Publishing, 2005. (254 pages)

ARTICLES IN JOURNALS AND ANTHOLOGIES (BFI 2)

2. Jan Trzaskowski, 'Behavioural Innovations in Marketing law' in Hans Micklitz, Anne-Lise Sibony and Fabrizio Esposito (eds), *Handbook of Research Methods in Consumer Law*, Edward Elgar Handbook series on research methods in law, 2018, pp. 296–333. (38 pages)
3. 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)
4. Peter Lewinski, Jan Trzaskowski and 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)
5. 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)
6. Jan Trzaskowski, 'Social Media' in Andrej Savin and Jan Trzaskowski (eds), *Research Handbook on EU Internet Law*, Edward Elgar, 2014. (14 pages)
7. Jan Trzaskowski, 'Almennyttige organisationers markedsadfærd – om god skik og uanmodede henvendelser', *Danish Weekly Law Journal (UfR)*, 2014, pp. 393–402. (10 pages)
8. Jan Trzaskowski, 'Unsolicited Commercial Communication in Social Media', *European Business Law Review*, 2014, Issue 3, pp. 389–406. (18 pages)
9. Jan Trzaskowski, 'Uanmodet kommunikation i sociale medier', *Danish Weekly Law Journal (UfR)*, 2012, pp. 310–318. (9 pages)
10. 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)
11. Jan Trzaskowski, 'Om den unionsretlige markedsføringsret', *Danish Weekly Law Journal (UfR)*, 2010, pp. 145–152. (8 pages)
12. Jan Trzaskowski, 'Urimelig handelspraksis – Europæisering af dansk markedsføringsret', *Danish Weekly Law Journal*, 2008, pp. 275–283. (9 pages)
13. Jan Trzaskowski, 'Pris og kreditoplysninger', *Danish Weekly Law Journal*, 2007, pp. 268–277. (10 pages)
14. Jan Trzaskowski, 'Markedsføring i computerspil', *Danish Weekly Law Journal*, 2006, pp. 343–350. (8 pages)
15. Jan Trzaskowski, 'Legal Risk Management in a Global, Electronic Marketplace', *Scandinavian Studies in Law*, 2006, pp. 319–337. (19 pages)
16. Jan Trzaskowski, 'Direktivet om elektronisk handel', *Danish Weekly Law Journal*, 2000, pp. 643–650. (8 pages)
17. Jan Trzaskowski, 'Forbruger aftaler og reklamer på Internettet', *Danish Weekly Law Journal*, 1998, pp. 285–290. (6 pages)

ARTICLES IN JOURNALS AND ANTHOLOGIES (BFI 1)

18. 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)
19. 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 and Caroline Heide-Jørgensen, *Marketing and Advertising Law in a Process of Harmonization*, Hart Publishing 2017, pp. 85–103. (19 pages)
20. Thomas Riis and Jan Trzaskowski, 'Det markedretlige persongalleri' in Børge Dahl, Thomas Riis, and Jan Trzaskowski (eds), *Liber Amicorum Peter Møgelvang-Hansen*, Ex Tuto 2016, pp. 439–469. (31 pages)
21. Jan Trzaskowski, 'Behavioural Economics, Neuroscience, and the Unfair Commercial Practices Directive', *Journal of Consumer Policy*, 2011, pp. 377–392. (16 pages)
22. Jan Trzaskowski, 'Legal risk management ved international e-handel', *Revision & Regnskabsvæsen*, 2-2006, pp. 30–39. (8 pages)
23. Jan Trzaskowski, 'Legal Risk Management – Some Reflections' in *Julebogen*, Jurist- og Økonomforbundets forlag, 2005. (6 pages)
24. Jan Trzaskowski, 'Legal Risk Management in Cross-Border Electronic Commerce' in Ruth Nielsen, Søren Sandfeld Jakobsen, and Jan Trzaskowski, *EU Electronic Commerce Law*, Djøf Publishing, 2004. (18 pages)
25. Jan Trzaskowski, 'Information Requirements and Mobile Commerce in the European Union' in *Julebogen*, Jurist- og Økonomforbundets forlag, 2004. (19 pages)
26. Jan Trzaskowski, 'Cross-Border Law Enforcement in the Information Society (v. 0.82)' in *Julebogen*, Jurist- og Økonomforbundets forlag, 2003. (16 pages)
27. Jan Trzaskowski, 'Brug af webcam på offentligt tilgængelige steder' in *Julebogen*, Jurist- og Økonomforbundets forlag, 2002. (13 pages)

ARTICLES IN JOURNALS AND ANTHOLOGIES (BFI 0)

28. Jan Trzaskowski, 'Nye fortrydelsesregler ved elektronisk handel', *Advokaten*, 9-2014. (3 pages)
29. Jan Trzaskowski, 'Procedural Consumer Protection', in Patrik Lindskoug et al., *Essays in Honour of Michael Bogdan*, Juristförlaget i Lund, 2013. (14 pages)
30. Jan Trzaskowski, 'Towards a Common European Marketing Law', *EU Institute Working Paper*, Law 2010/21, 2010, pp. 35–48. (14 pages)

CHAPTERS IN MONOGRAPHS AND LEGAL TREATISES (BFI 2)

31. Jan Trzaskowski, 'Unfair Competition and Trade Practices' in Peter Møgelvang-Hansen (ed), *International Encyclopaedia of Laws: Commercial and Economic Law in Denmark*, Wolters Kluwer, 2017, pp. 195–207. (13 pages)
32. Jan Trzaskowski, 'General introduction (facts & figures)' in Ruth Nielsen, Søren Sandfeld Jakobsen, Jan Trzaskowski, and Kim Frost, *International Encyclopaedia of Laws: Cyber Law Denmark*, Kluwer, 2007. (1 page)
33. Jan Trzaskowski, 'Electronic transactions' in Ruth Nielsen, Søren Sandfeld Jakobsen, Jan Trzaskowski, and Kim Frost, *International Encyclopaedia of Laws: Cyber Law Denmark*, Kluwer, 2007. (22 pages)
34. Jan Trzaskowski, 'Privacy protection' in Ruth Nielsen, Søren Sandfeld Jakobsen, Jan Trzaskowski, and Kim Frost, *International Encyclopaedia of Laws: Cyber Law Denmark*, Kluwer, 2007. (26 pages)

CHAPTERS IN MONOGRAPHS AND LEGAL TREATISES (BFI 1)

35. Jan Trzaskowski, 'Preface' in Jan Trzaskowski, Andrej Savin, Patrik Lindskoug & Björn Lundqvist, *Introduction to EU Internet Law* (2nd edition, Ex Tuto 2018). [2 pages]
36. 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]
37. 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]
38. 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]
39. Jan Trzaskowski, 'Markedsføringsret' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 3rd edition, Ex Tuto Publishing, 2017. (40 pages)
40. Jan Trzaskowski, 'Prisoplysninger, prismarkedsføring og købsopfordringer' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 3rd edition, Ex Tuto Publishing, 2017. (21 pages)
41. Jan Trzaskowski, 'Sortlistet handelspraksis og andre former for markedsføring' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 3rd edition, Ex Tuto Publishing, 2017. (38 pages)
42. Jan Trzaskowski, 'International retshåndhævelse' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 3rd edition, Ex Tuto Publishing, 2017. (60 pages)
43. Peter Møgelvang-Hansen and Jan Trzaskowski, 'Produktspecifik markedsføring' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 3rd edition, Ex Tuto Publishing, 2017. (47 pages)
44. Jan Trzaskowski, 'Mediespecifik regulering' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 3rd edition, Ex Tuto Publishing, 2017. (38 pages)
45. Peter Møgelvang-Hansen and Jan Trzaskowski, 'Direkte markedsføring' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 3rd edition, Ex Tuto Publishing, 2017. (38 pages)
46. Jan Trzaskowski, 'Internet og jura' in Jan Trzaskowski (ed) et al., *Internetretten*, 3rd edition, Ex Tuto Publishing, 2017. (20 pages)
47. Jan Trzaskowski, 'Markedsføringsret' in Jan Trzaskowski (ed) et al., *Internetretten*, 3rd edition, Ex Tuto Publishing, 2017. (90 pages)
48. Jan Trzaskowski, 'International retshåndhævelse' in Jan Trzaskowski (ed) et al., *Internetretten*, 3rd edition, Ex Tuto Publishing, 2017. (59 pages)
49. Jan Trzaskowski, 'EU Law and the Internet' in Jan Trzaskowski, Andrej Savin, Björn Lundqvist, and Patrik Lindskoug, *Introduction to EU Internet Law*, Ex Tuto Publishing, 2015. (24 pages)
50. Jan Trzaskowski, 'Privacy and the Processing of Personal Data' in Jan Trzaskowski, Andrej Savin, Björn Lundqvist, and Patrik Lindskoug, *Introduction to EU Internet Law*, Ex Tuto Publishing, 2015. (51 pages)
51. Jan Trzaskowski, 'Marketing and Other Commercial Practices' in Jan Trzaskowski, Andrej Savin, Björn Lundqvist, and Patrik Lindskoug, *Introduction to EU Internet Law*, Ex Tuto Publishing, 2015. (41 pages)
52. Jan Trzaskowski, 'Indledning' in Jan Trzaskowski (ed) et al., *Internetretten*, 2nd edition, Ex Tuto Publishing, 2012. (17 pages)
53. Jan Trzaskowski, 'Markedsføringsret' in Jan Trzaskowski (ed) et al., *Internetretten*, 2nd edition, Ex Tuto Publishing, 2012. (88 pages)
54. Jan Trzaskowski, 'Internationale spørgsmål' in Jan Trzaskowski (ed) et al., *Internetretten*, 2nd edition, Ex Tuto Publishing, 2012. (60 pages)
55. Jan Trzaskowski, 'Markedsføringsret' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 2nd edition, Ex Tuto Publishing, 2011. (49 pages)
56. Peter Møgelvang-Hansen, and Jan Trzaskowski, 'Reklamereguleringen' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 2nd edition, Ex Tuto Publishing, 2011. (25 pages)
57. Jan Trzaskowski, 'Prisoplysninger, prismarkedsføring og købsopfordringer' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 2nd edition, Ex Tuto Publishing, 2011. (37 pages)
58. Jan Trzaskowski, 'Særlige salg fremmende foranstaltninger' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 2nd edition, Ex Tuto Publishing, 2011. (56 pages)
59. Jan Trzaskowski, 'Markedsføring over grænserne' in Peter Møgelvang-Hansen, Thomas Riis, and Jan Trzaskowski, *Markedsføringsretten*, 2nd edition, Ex Tuto Publishing, 2011. (55 pages)

60. Peter Møgelvang-Hansen and **Jan Trzaskowski**, 'Sektorspecifik markedsføring' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *Markedsføringsretten*, 2nd edition, Ex Tuto Publishing, 2011. (36 pages)
61. **Jan Trzaskowski**, 'Radio, fjernsyn og audiovisuelle medietjenester' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *Markedsføringsretten*, 2nd edition, Ex Tuto Publishing, 2011. (36 pages)
62. Peter Møgelvang-Hansen and **Jan Trzaskowski**, 'Direkte markedsføring' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, 'Markedsføringsretten', 2nd edition, Ex Tuto Publishing, 2011. (32 pages)
63. **Jan Trzaskowski**, 'Introduktion' in **Jan Trzaskowski** (ed) et al., *Internetretten*, Ex Tuto Publishing, 2008. (12 pages)
64. **Jan Trzaskowski**, 'Markedsføringsret' in **Jan Trzaskowski** (ed) et al., *Internetretten*, Ex Tuto Publishing, 2008. (76 pages)
65. **Jan Trzaskowski**, 'Internationale spørgsmål' in **Jan Trzaskowski** (ed) et al., *Internetretten*, Ex Tuto Publishing, 2008. (44 sider)
66. **Jan Trzaskowski**, 'Markedsføringsret og markedsføringsloven' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *Markedsføringsretten*, Ex Tuto Publishing, 2007. (42 pages)
67. **Jan Trzaskowski**, 'Prisoplysninger, prismarkedsføring og købsopfordringer' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *Markedsføringsretten*, Ex Tuto Publishing, 2007. (34 pages)
68. **Jan Trzaskowski**, 'Markedsføringslovens specialbestemmelser' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *Markedsføringsretten*, Ex Tuto Publishing, 2007. (52 pages)
69. Peter Møgelvang-Hansen and **Jan Trzaskowski**, 'Direkte markedsføring' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *Markedsføringsretten*, Ex Tuto Publishing, 2007. (37 pages)
70. **Jan Trzaskowski**, 'Markedsføring over grænserne' in Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *Markedsføringsretten*, Ex Tuto Publishing, 2007. (40 pages)
71. Kasper Heine, Martin von Haller Grønbæk, and **Jan Trzaskowski**, 'Internet og jura' in Kasper Heine, Martin von Haller Grønbæk, and **Jan Trzaskowski**, *Internetjura*, 2nd edition, Forlaget Thomson, 2002. (29 pages)
72. **Jan Trzaskowski**, 'Markedsføring, forbrugerbeskyttelse og persondatabehandling' in Kasper Heine, Martin von Haller Grønbæk, and **Jan Trzaskowski**, *Internetjura*, 2nd edition, Forlaget Thomson, 2002. (93 pages)
73. **Jan Trzaskowski**, 'Internationale spørgsmål' in Kasper Heine, Martin von Haller Grønbæk, and **Jan Trzaskowski**, *Internetjura*, 2nd edition, Forlaget Thomson, 2002. (58 pages)

OTHER PUBLICATIONS

ARTICLES AND OTHER PAPERS

74. Jens Tofteskov and **Jan Trzaskowski**, 'Gode kontrakter skal sikre effektiv læring på universiteterne', *Altinget*, 11 September 2018. (2 pages)
75. **Jan Trzaskowski**, 'Tid til fordybelse', *Aktuel Jura* 2018/1. (1 page)
76. **Jan Trzaskowski**, 'Vulnerable Consumers and Commercial Practices', *International Association of Consumer Law*, 2013. (38 pages)
77. **Jan Trzaskowski**, 'Consumer Protection and Premium Rate Services in Denmark', *CBS Law Studies*, 2006. (63 pages)

BOOK CHAPTERS

78. Peter Møgelvang-Hansen and **Jan Trzaskowski**, 'Alkoholreklamer og markedsføringslov – En case om samregulering' in *Festskrift for Alkoholreklamenævnet*, 2010. (20 pages)
79. **Jan Trzaskowski** and Jesper Langemark, 'Jura og e-kampagnen' in Mads Ellegaard and Torben Lundsgaard, *E-kampagnen*, 1to1 Internet Marketing, 2002. (34 pages)

RESEARCH-BASED REPORTS

80. **Jan Trzaskowski** and Peter Møgelvang-Hansen, 'Study to Support the Fitness Check of EU Consumer Law' in Frank Alleweldt, Senda Kara, Camille Salinier and Kris Best, *Study for the Fitness Check of EU Consumer and Marketing Law*, May 2017. (27 pages)
81. Frank Alleweldt, Senda Kara, Neva Nahtigal, **Jan Trzaskowski** (legal analysis), and Gottlobe Fabisch, *A Pan-European Trustmark for E-Commerce: Possibilities and Opportunities*, European Parliament, 2012. (116 pages)
82. Peter Møgelvang-Hansen, **Jan Trzaskowski**, and Mette Ohm Rørdam, *Vulnerable Consumers in Danish Law*. European Parliament, 2012. (12 pages)
83. **Jan Trzaskowski**, *E-Commerce Trustmarks in Europe – an overview and comparison of Trustmarks in the European Union, Iceland and Norway*, European Consumer Centre Denmark, 2006. (78 pages)

BOOK REVIEWS

84. **Jan Trzaskowski**, 'The involvement of EU law in Private Law Relationships, edited by Dorota Leczykiewicz and Stephen Weatherill. (Oxford: Hart Publishing, 2013)', *Common Market Law Review*, 2014, pp. 1568–1570. (3 pages)
85. **Jan Trzaskowski**, 'Sonny Kristoffersen: Forbrugeraftaleloven med kommentarer', *Danish Weekly Law Journal*, 2005, p. 223. (1 page)
86. **Jan Trzaskowski**, 'Jacob Plesner Mathiasen, Niels Bo Jørgensen og Johan Schlüter: E-handelsloven med kommentarer', *Danish Weekly Law Journal*, 2004, pp. 169–170. (2 pages)

BOOK EDITING AND TRANSLATIONS

87. **Jan Trzaskowski** (ed) et al., *Internetretten*, 3rd edition, Ex Tuto Publishing, 2017. (8 authors/816 pages)
88. Børge Dahl, Thomas Riis, and **Jan Trzaskowski** (eds), *Liber Amicorum Peter Møgelvang-Hansen*, Ex Tuto 2016. (39 authors/576 pages)
89. Andrej Savin and **Jan Trzaskowski** (eds), *Research Handbook on EU Internet Law*, Edward Elgar, 2014. (30 authors/592 pages)
90. Thomas Riis and **Jan Trzaskowski**, *skriftlig jura*, Ex Tuto Publishing, 2013. (28 authors/671 pages)
91. **Jan Trzaskowski** (ed) et al., *Internetretten*, 2nd edition, Ex Tuto Publishing, 2012. (7 authors/816 pages)
92. Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *ICC's kodeks for reklame og markeds kommunikation*, Ex Tuto Publishing, 2011. (96 pages, translation)
93. **Jan Trzaskowski** (ed) et al., *Internetretten*, Ex Tuto Publishing, 2008. (7 authors/607 pages)
94. Peter Møgelvang-Hansen, Thomas Riis, and **Jan Trzaskowski**, *ICC's kodeks for reklame og markeds kommunikation*, Ex Tuto Publishing, 2008. (82 pages, translation)
95. Ruth Nielsen, Søren Sandfeld Jakobsen, and **Jan Trzaskowski**, *EU Electronic Commerce Law*, EU Electronic Commerce Law, Djøf Publishing, 2004 (13 authors/232 pages)

B. LIST OF PRESENTATIONS

ACADEMIC PRESENTATIONS

PAPER-BASED PRESENTATIONS

1. *Protecting Consumers in an Era of Pervasive Surveillance*, International Consumer Law Conference, University of Pretoria, 2018.
2. *Storytelling and privacy: How modern marketing challenges the law*, European Association of Psychology and Law, 2017.
3. *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.
4. *Vulnerable consumers, behavioural economics, and paternalism*, International Consumer Law Conference, University of Pretoria, 2016.
5. *Compassion: Non-commercial entities' market behaviour*, 15th International Association of Consumer Law Conference, Amsterdam, 2015.
6. *Is it Unfair to Mislead Vulnerable Consumers?*, CBS, 2014.
7. *Commercial Communication in Social Media*, CBS conference on EU Internet law, 2014.
8. *Is it Unfair to Mislead Vulnerable Consumers?*, European University Institute, Florence, 2014.
9. *Marketing Law & Behavioural Economics, Law & economics on behavioural analysis applied to economics and to law*, CBS, 2013.
10. *Marketing and vulnerable consumers*, 14th International Association of Consumer Law Conference, Sydney, 2013.
11. *Legal Aspects of User-Generated Marketing*, International Federation of Computer Law Association's Conference, Munich, 2012.
12. *Internationale spørgsmål*, CBS conference on Internet law, 2012.
13. *Markedsføringsret*, CBS conference on Internet law, 2012.
14. *Social Media Marketing and Legal Risk Management*, Nordic School of Proactive Law, Copenhagen Business School, 2011.
15. *Behavioural Economics, Neuroscience, and the Unfair Commercial Practices Directive*, European Association of Law & Economics, Hamburg, 2011.
16. *Behavioural Economics, Neuroscience and Unfair Commercial Practices*, European University Institute, Florence, 2010.
17. *Total and Sanoma ("VTB") – A critical perspective*, European University Institute, Florence, 2009.
18. *Legal Risk Management in a Global, Electronic Marketplace*, Nordic School of Proactive Law 2005, Stockholm, 2005.

OTHER ACADEMIC PRESENTATIONS

19. *Neuroscience, consumer protection and privacy*, Wharton School, 2018.
20. *Markedsføringsrettens rolle i det moderne informationsfund*, Copenhagen Business School, 2017.
21. *Privacy & The digital consent*, Aalborg University, 2017.
22. *Processing Personal Data for Marketing Purposes*, Swinburne Technical University (Melbourne), 2016.
23. *Processing Personal Data for Marketing Purposes*, University of New South Wales (Sydney), 2016.
24. *Behandling af personoplysninger til brug for markedsføring*, Akademiet for de Tekniske Videnskaber, 2016.
25. *Soft Law and Unfair Commercial Practices*, Copenhagen University, 2015.
26. *'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.
27. *Law, Social Media, and Viral Marketing*, Stockholm University, 2014.
28. *Commercial Practices and Vulnerable Consumers*, University of Southern Denmark, Odense, 2013.
29. *Law, Social Media, and Viral Marketing*, Stockholm University, 2013.
30. *Viral Advertising*, Stockholm University, 2012.
31. *Behavioral Economics, Neuroscience, and Marketing Law*, Stanford Law School, 2011.
32. *Viral Advertising*, Stockholm University, 2011.
33. *Viral Advertising – EU law, Social Media, and Neuroscience*, Stockholm University, 2010.
34. *Viral Advertising – social media and neuroscience*, University of New South Wales, Australia, 2009.
35. *Business Models Integrating Public Rights* (Commentator), Unlocking IP Conference 2009, University of New South Wales, 2009.
36. *Advertising in a Digital Environment*, e-Stockholm '08 Legal Conference, 2008.
37. *Markedsføring i computerspil*, CBS conference on gaming and gambling, 2007.
38. *E-Commerce Law and Mobile Marketing: The European Perspective*, Århus School of Business, 2007.
39. *Markedsføring i computerspil og andre virtuelle verdener*, CBS Alumni, 2007.
40. *Selvregrulering af e-handel med IP intelligence og mærkning*, Nordic Conference on Law and Informatics, 2006.
41. *Juraen og det virtuelle spilunivers*, Nordic Business Law Teachers Conference, University of Southern Denmark, 2006.
42. *An Academic's Perspective on Legal Risk Management*, Oslo University, 2005.
43. *International Markedsføring og Internationale Forbrugeraftaler*, Danish Business Law Teachers, 2005.
44. *Legal v Technological Issues – Information Requirements*, IFIP TC8 Working Conference on Mobile Information Systems, Oslo, 2004.
45. *An Introduction to Cross-Border Law Enforcement in the Information Society*, University of Texas, Austin, 2003.
46. *Cross-Border Law Enforcement in the Information Society*, University of Amsterdam, 2003.
47. *Legal Risk Management in Cross-Border Electronic Commerce*, Nordic Business Law Teachers Conference, Bergen Business School, 2003.

OTHER PRESENTATIONS

INTERNATIONAL

48. *Online Trust* (rapporteur), European Consumer Summit, European Commission, 2014.
49. *Legal Risk Management* (keynote), Legal Risk Management conference, Macadonia, 2013.
50. *European trustmark for e-commerce*, European Parliament, 2012.
51. *The Use of Trustmarks in Electronic Commerce*, European Consumer Centres Network, Luxembourg, 2007.
52. *Recognition of Electronic Documents in Denmark*, European Forum on Electronic Signatures, Poland, 2006.
53. *Interoperability of PKI in Denmark*, European Forum on Electronic Signatures, Poland, 2005.
54. *Cross-Border Law Enforcement in a Global Marketplace*, US Federal Trade Commission, Washington, 2004.
55. *Buying and Paying over the Internet*, United Nations Development Programme, Denmark, 2002.

NATIONAL

56. *Tendenser i EU-markedsføringsretten*, Dansk Forening for Markedsføringsret, 2018.
57. *Disruption af forbrugerpolitikken*, Konkurrence- og Forbrugerstyrelsen, 2018.
58. *Markedsføringsrettens rolle i det moderne informationssamfund*, Forbrugerombudsmanden, 2017.
59. *Introduktion til persondataret*, Kolding IT-netværk, 2017.
60. *Processing Personal Data for Marketing Purposes*, Forbrugerombudsmanden, 2017.
61. *Forbrugerrettens betydning for persondataretten*, Dansk Forening for Markedsføringsret, 2016.
62. *Behandling af personoplysninger, til brug for markedsføring*, Lund Elmer Sandager, 2016.
63. *Hvornår er der overhovedet tale om reklame?*, Dansk Forening for Markedsføringsret, 2016.
64. *Processing personal data for marketing purposes*, Legal Risk Management Network, 2016.
65. *Nye fortrydelsesregler for elektronisk handel*, Dansk IT, 2014.
66. *Commission Staff Working Document on Unfair Commercial Practices*, JUC netværk i markedsføringsret, 2013.
67. *Vildledning og neuromarkedsføring*, JUC netværksgruppen i markedsføringsret, 2012.
68. *Creative Commons*, Technical University of Denmark, 2012.
69. *Handelspraksisdirektivets betydning for dansk markedsføringsret*, Danish Ministry of Culture, 2011.
70. *Markedsføringsretlige fokuspunkter*, Danish Consumer Council, 2011.
71. *Markedsføring og sociale medier*, It-jura 2011, 2011.
72. *Total, Sanoma og Plus – et kritisk perspektiv*, Danish Ministry of Culture, 2010.
73. *Viral markedsføring – sociale medier og hjerneforskning*, Forum for Law & Ethics in Marketing, 2010.
74. *Internationale forbrugeraftaler*, ForbrugerEuropa (European Consumer Centres Network), 2008.
75. *Markedsføring i computerspil*, Danish Ministry of Culture, 2007.
76. *Creative Commons*, Copenhagen IT University, 2007.
77. *Kursus i markedsføringsret*, Danish Patent and Trademark Office, 2007.
78. *Hvad skal vi med åbne standarder?*, Danish IT Society, 2007.
79. *Nye markedsføringsteknikker og ny lovgivning*, Danish IT Society, 2007.
80. *Åbne standarder – hvad skal vi med dem?*, Danish IT Society, 2007.
81. *Markedsføring i computerspil og andre virtuelle verdener*, Danish IT Lawyers, 2007.
82. *Virtuelle verdener i juridisk perspektiv*, Danish Forum for IT Law, 2007.
83. *E-Commerce Trustmarks in Europe*, European Consumer Centre Denmark, 2006.
84. *Salg og markedsføring af mobile TV-tjenester*, Technological Institute Denmark, 2006.
85. *Juridiske risici ved grænseoverskridende e-handel*, Danish IT Society, 2006.
86. *Håndtering af juridiske risici ved international e-handel*, Danish Public Auditor, 2005.
87. *Sikkerhed ved billetkøb på nettet*, Danish Festivals, 2005.
88. *Creative Commons*, Danish Society for Copyright, 2005.
89. *Creative Commons*, Danish IT Society, 2005.
90. *Virksomhedens e-mail og Internet politik*, Danish IT Society, 2005.
91. *Forbrugerbeskyttelse – krav til indholdstjenester*, Danish Society for Copyright and the Association for Entertainment & Media law, 2004.
92. *Elektronisk aftaleindgåelse*, IBC Euroforum, 2004.
93. *Fri udveksling af online tjenester i EU*, Danish IT Society, 2004.
94. *Elektronisk aftaleindgåelse*, IBC Euroforum, 2004.
95. *Elektronisk aftaleindgåelse*, IBC Euroforum Denmark, 2003.
96. *Permission Marketing – Lovlighed i praksis*, Danish E-business Association, 2003.
97. *Handel med helseprodukter via Internettet*, Dansk Foodstuff Forum, 2003.
98. *Håndtering af juridiske risici*, Danish Distance Selling and E-business Association, 2003.
99. *Regler for international markedsføring*, Danish E-business Association, 2003.
100. *Elektronisk aftaleindgåelse*, IBC Euroforum Denmark, 2003.
101. *Aftaleindgåelse og forbrugerftaler*, Danish E-business Association, 2003.
102. *Markedsføring og behandling af personoplysninger*, Danish E-business Association, 2003.
103. *Introduktion, ophavsret og domænenavne*, Danish E-business Association, 2003.
104. *International privat- og procesret*, HHC Business School Centre, 2002.
105. *Lov om tjenester i informationssamfundet*, Danish E-business Association, 2002.
106. *Sikring af rettigheder til data i en web service*, IBC Euroforum, 2002.
107. *Elektronisk aftaleindgåelse*, IBC Euroforum, 2002.
108. *Lov om tjenester i informationssamfundet*, Danish E-business Association, 2002.
109. *Regulering af elektronisk handel*, Danish Association of Lawyers and Economists (DJØF), 2002.

110. *Jura i dialogen*, Ogilvy One Denmark, 2002.
111. *Lov om tjenester i informationssamfundet*, Telia Denmark, 2002.
112. *Juridisk risk management*, Ito1 Internet Marketing, 2002.
113. *Erhvervsjuristen i advokatverdenen*, University of Southern Denmark, 2002.
114. *Hvad siger lovgivningen om markedsføring på Internettet?*, Eurocenter Denmark, 2002.
115. *Elektronisk aftaleindgåelse*, IBC Euroforum Denmark, 2002.
116. *Direktivet om elektronisk handel – et overblik*, Danish E-business Association, 2002.
117. *Juridiske aspekter af online marketing*, IBC Euroforum, 2001.
118. *Juridiske aspekter af mobil e-handel*, IBC Euroforum, 2001.
119. *International privat- og procesret*, HHC Business School Centre, 2001.
120. *Markedsføringsretlige aspekter af mobil e-handel*, Telia Denmark, 2001.
121. *Forbrugerbeskyttelse ved e-handel*, Danish XML Forum, 2001.
122. *Elektronisk aftaleindgåelse*, IBC Euroforum, 2001.
123. *Markedsføringsret og ny teknologi*, Danish Publishers Organisation, 2001.
124. *Internationale aspekter af e-handel og e-handelsdirektivet*, CONFEX Denmark, 2001.
125. *Udviklingen inden for lov- og forumvalg ved elektronisk handel*, Danish IT Society, 2001.
126. *Handel og markedsføring*, Danish Bar and Law Society, 2001.
127. *Internationale aspekter (af e-handel)*, Danish Bar and Law Society, 2001.
128. *IP&P*, HHC Business School Centre, 2001.
129. *Det juridiske overblik (CRM)*, Danish E-business Association, 2001.
130. *Markedsføring på Internettet*, IDG Denmark, 2001.
131. *Markedsføring på Internettet*, Scandinavian Online Denmark, 2000.
132. *E-handelsfondens mærkningsordning*, Danish E-business Association, 2000.
133. *Juridiske aspekter af elektronisk handel*, Danish IT- og Telecommunication Agency, 2000.
134. *Forbrugerbeskyttelse i den nye økonomi*, Symbion Denmark, 2000.
135. *Forbrugerbeskyttelse i den nye økonomi*, Danish Society of Engineers (IDA), 2000.
136. *Direktivet om elektronisk handel*, Lind & Cadovius, 2000.
137. *Markedsføringsret på Internettet og internationale aspekter*, Niels Brock, 2000.
138. *Sådan ser fremtiden ud for elektronisk handel*, IIR Denmark, 2000.
139. *Internationale aspekter af e-handel*, IIR Denmark, 2000.
140. *Lov og forumvalg på Internettet*, HHC Business School Centre, 2000.
141. *Markedsføring på Internettet samt lov- og forumvalg*, Danish Bar and Law Society, 2000.
142. *E-handelsdirektivet*, Danish Central Administration, 2000.
143. *Aviser og markedsføring på Internettet*, Danish Publishers Organisation, 2000.
144. *Markedsføring på Internettet samt lov- og forumvalg på Internettet*, Telia Denmark, 2000.
145. *Direktivforslaget om elektronisk handel*, Danish E-business Association, 2000.
146. *Direktivforslaget om elektronisk handel*, Danish IT Society, 2000.
147. *Lov og forumvalg på Internettet*, Danish E-business Association, 2000.
148. *Markedsføring på Internettet*, Danish E-business Association, 2000.
149. *Aviser og markedsføring på Internettet*, Danish Publishers Organisation, 2000.
150. *Internationale aspekter af elektronisk handel*, Danish Central Administration, 1999.
151. *En god hjemmeside set med forbrugerojne*, Aalborg University, 1999.
152. *Internationale aspekter af elektronisk handel*, Nordic Minister Council, 1999.
153. *Internationale aspekter af elektronisk handel*, Ministry of Trade and Industry, 1999.
154. *Dialog- og loyalitetsmarkedsføring – hvad siger loven?*, EBC Denmark, 1999.
155. *Direktivet om elektronisk handel*, Danish IT Society, 1999.
156. *Handel og markedsføring på Internettet – juridiske aspekter*, Aarhus Business School, 1998.
157. *Dialog og loyalitet på Internettet*, MultiMedia98, Odense Congress Center, 1998.
158. *Forbrugerbeskyttelse på Internettet*, Danish IT Society, 1998.
159. *Handel og markedsføring på Internettet*, IBM Denmark, 1998.
160. *IT i dag og i fremtiden*, Danish Consumer Agency, 1997.