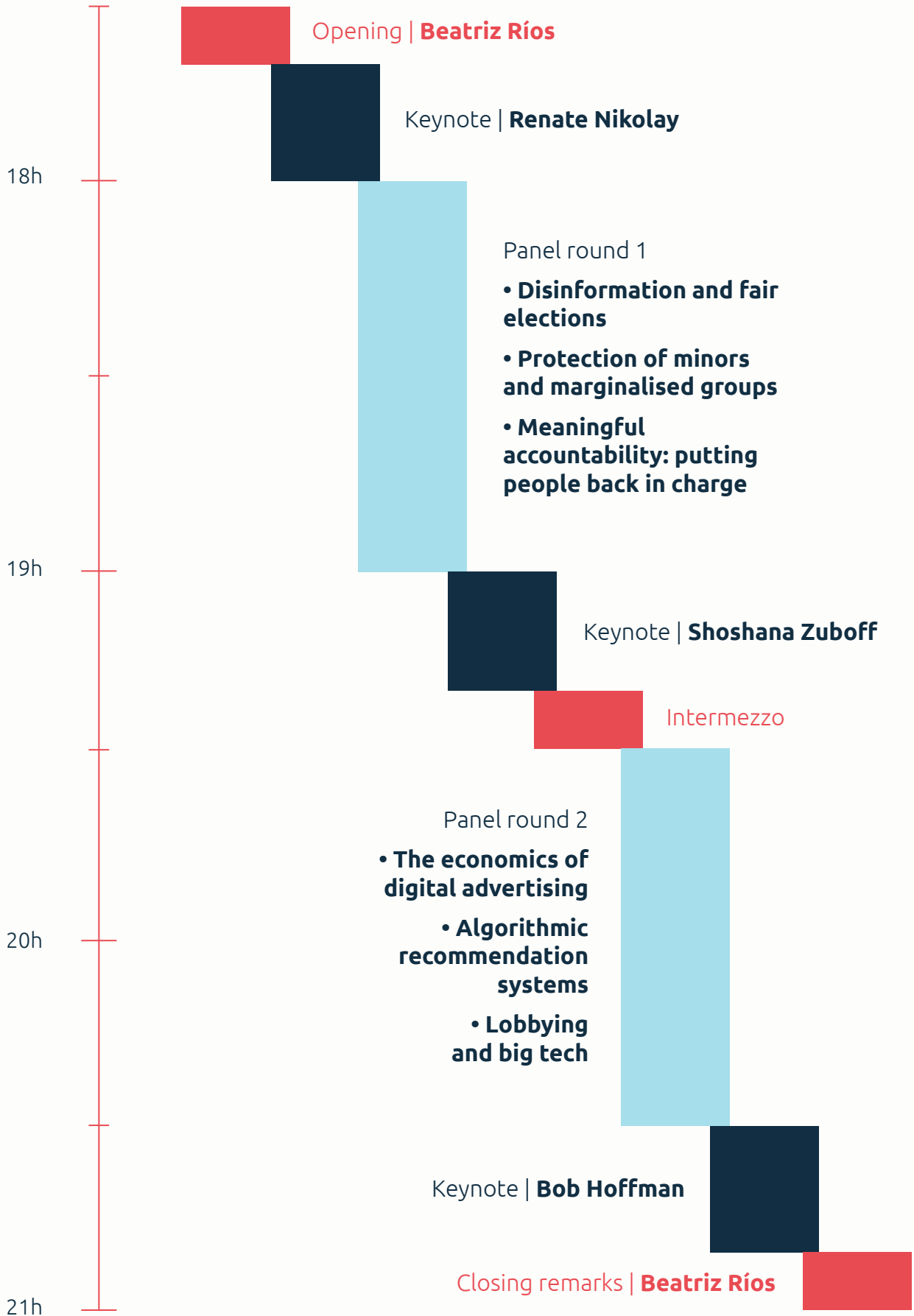




the  
**Future**  
of our **Digital**  
**World**

September 30th

CEST



## Moderator



### Ms. **Beatriz Ríos**

Ríos is a Brussels-based freelance reporter, broadcast journalist and moderator who covers European affairs, social movements and human rights issues. She graduated in Journalism in 2013 by the University Complutense of Madrid and obtained a Master Degree in International Relations, Conflicts, Security and Peace by the Free University of Brussels in 2015.

## Keynotes

### Ms. **Renate Nikolay**

Nikolay is head of cabinet of Vera Jourova, the European Commissioner for justice, consumers and gender equality. Before that, she led the Unit of inter-institutional and international relations in DG Justice. She has also been an advisor in the cabinet of the first High Representative and Vice President Catherine. Nikolay holds an M.A. as a Fulbright Scholar in Washington DC and a B.A. in law from the Free University in Berlin.



### Prof. **Shoshana Zuboff**

Prof. Zuboff is the Charles Edward Wilson Professor Emerita at Harvard Business School and a former Faculty Associate at the Berkman Klein Center for Internet and Society at Harvard Law School. She is the author of three books, each of which signaled the start of a new epoch in technological society.

### Mr. **Bob Hoffman**

Hoffman was CEO of two different independent advertising agencies and has worked with a wide range of leading international brands like McDonald's, Toyota and Bank of America. He is also the author of a few highly acclaimed books including *Marketers are from Mars, Consumers are from New Jersey*.



# Disinformation and fair elections

In 2016, former US President Donald Trump used social media to target black Americans to discourage them from voting during the US elections. By that time, campaigners in the UK were also using opaque systems to gain support for Brexit. What do we know about the impact of personalised advertising and recommender systems for the dissemination of disinformation, in particular during elections?



## Mr. **Martin Schirdewan**

Schirdewan is a German journalist and Member of the European Parliament (MEP) since 2017. He is a member of The Left (German: Die Linke), and is co-chair of The Left in the European Parliament (GUE/NGL) parliamentary grouping.

Moderator



### Dr. **Sanne Kruikeimeier**

Dr. Kruikeimeier is an Associate Professor Political Communication and Journalism at the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam. Kruikeimeier's research focuses on the content and effects of online communication in a political context. She is interested in data-driven online targeting, online news consumption, and digital journalism.



### Prof. **Simon Hegelich**

Prof. Hegelich is a Professor for Political data science at the Technical University of Munich. He is an expert on manipulation in social networks and how computer-controlled users influence the public opinion. As well his research focused on microtargeting in the last European election campaign.



### Ms. **Brittany Kaiser**

Kaiser is a data transparency advocate and the former business development director for Cambridge Analytica. Her memoir, *Targeted*, calls attention to the dangerous exploitation of personal data. She's also the founder of the #OwnYourData campaign and cofounder of Digital Asset Trade Association (DATA), a nonprofit lobbying for legislation and policy protecting individual's rights to control their digital assets.

# Protection of minors and marginalised groups

In the physical world, minors and marginalised groups rightfully enjoy a special set of rights. But what about the digital world? What do we know about the effect of personalised advertising and algorithmic recommendation systems on minors and marginalised groups?



## Mr. **Jesse Lehrich**

Lehrich is a co-founder of Accountable Tech, a US organization advocating for structural reforms to our information ecosystem to foster a healthier democracy. Lehrich has a decade of experience in political communications and issue advocacy, including serving as the foreign policy spokesman for Hillary Clinton's 2016 presidential campaign, where he was part of the team managing the response to Russia's information warfare operation.

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### Baroness **Beeban Kidron**

Baroness Kidron is a British filmmaker and an advocate for children’s rights in the digital world. She is chair of 5Rights Foundation, a charity that delivers children’s rights for young people online, and the joint founder of the education charity Into Film (previously FilmClub), which uses film to educate and inspire state school children aged 5–19.



### Ms. **Claire Fernandez**

Fernandez is Executive Director at EDRI. Previously, she was the Deputy Director of the European Network Against Racism (ENAR). Prior to her role in ENAR, she worked as an independent human rights consultant, leading the Open Society Foundations’ campaign on the reform of the ECHR and revising the CoE Commissioner for Human Rights’ Report on the human rights of Roma.



### Ms. **Asha Allen**

Allen is Advocacy Director for Europe at Center for Democracy and Technology (CDT). Prior to joining CDT, Allen worked as Policy & Campaigns Officer at the European Women’s Lobby. Allen holds a BA in American Studies and MA in Transnational Studies from the University of Kent. Alongside an MSc in European Studies from KU Leuven.



# Meaningful accountability: putting people back in charge

Are individuals powerless when they try to invoke their rights against big tech? And what needs to be done against dark patterns that often prevent individuals from exercising their rights? What role for individuals, civil society and NGOs to hold big tech accountable? What do we need from governments for meaningful audits of big tech?



## Ms. **Karen Melchior**

Melchior is a Danish lawyer and a Member of the European Parliament since 2019. She is a member of Renew Europe (Radikale Venstre). Previously, Melchior worked for the Danish Foreign Ministry, and worked with data protection law and IT security at Styrelsen for Arbejdsmarkeds og Rekruttering. Melchior was earlier as well member of the Copenhagen Municipal Council.

Moderator



### Mr. Finn Myrstad

Lützw-Holm Myrstad heads the Digital Services Section at the Norwegian Consumer Council (NCC). He is also the EU co-chair of the Transatlantic Consumer Dialogue (TACD) Information Society Committee. Lützw-Holm Myrstad holds an MSc in Politics and Government of the European Union from the London School of Economics (LSE) and an Executive MBA from Hult International Business School.



### Mr. Roger McNamee

McNamee co-founded Silver Lake Partners and Elevation Partners, both private equity funds focused on technology businesses and the intersection of media and technology. Next to that, he had been engaged in a campaign to trigger a national conversation about the dark side of social media. McNamee's book about that experience, *Zucked: Waking Up to the Facebook Catastrophe*, was published in February 2019.



### Ms. Mutale Nkonde

Nkonde is the founding CEO of AI For the People (AFP) which aims to eliminate the under-representation of black professionals in the American technology sector by 2030. She has fellowships at the Digital Civil Society Lab at Stanford and an affiliate at the Berkman Klein Center of Internet and Society at Harvard. Prior to this Nkonde worked in AI Governance. She started her career as a broadcast journalist and produced documentaries for the BBC, CNN & ABC.



### Mr. Ravi Naik

Naik is the legal director of AWO overseeing their legal and litigation work. He is a leading solicitor in the field of data protection, data rights, and protecting human rights in a digital age. His work has led to numerous awards, including being named the Law Society's Human Rights Lawyer of the Year 2018 – 2019. He is currently a Visiting Fellow at Oxford University's Internet Institute.

# The economics of digital advertising

Traditional and social media seem to be very different, but very often rely on the same business model based on collecting vast amounts of personal data for advertising purposes. What does the advertising market currently look like and what do we know about the consequences of market dominance for the financing of traditional (local) media and publishers? What are the effects on the plurality of media? What is ad fraud and what can be done to counter it? And what are potential alternatives to ensure the independence of media and a greater protection of user's rights online?



## Dr. Paul Tang

Dr. Tang is a Dutch economist and politician who has been serving as a Member of the European Parliament since 2014. He is a member of the Socialists and Democrats Group (Dutch: Partij van de Arbeid). Between 2007 and 2010 Tang was member of the House of Representatives of the Netherlands. Tang has earned a doctorate in economic sciences from the University of Amsterdam.

Moderator



**Ms. Angela Mills Wade**

Mills Wade has been the Executive Director of the European Publishers' Council (EPC) since 1991. Previously, Angela worked as Head of European Affairs and Special Issues at the UK Advertising Association; European Executive for the ITV Companies' Association and Assistant European Executive at the Retail Consortium.



**Mr. Tim Hwang**

Hwang is a researcher and author of *Subprime Attention Crisis*, a book about the bubble of online advertising. He is the former director of the Harvard-MIT Ethics and Governance of AI Initiative, and previously served as the global public policy lead for artificial intelligence and machine learning at Google. His work has appeared in *The New York Times*, *The Washington Post*, *Wired*, *The Atlantic*, and *The Wall Street Journal*, among other publications.



**Dr. Vibhanshu Abhishek**

Dr. Abhishek is an Associate Professor of Information Systems the Paul Merage School of Business, University of California - Irvine. His research focuses on the effect of emerging technologies on consumers' behavior, business strategy and market structure. He is particularly interested in multi-channel coordination and examines issues in multi-channel retail, advertising and pricing.



**Ms. Linda Worp**

Linda Worp is business development manager at Opt Out Advertising. She was previously Productmanager Digital at Ster, the advertising arm of the Dutch public broadcaster NPO. In that position, she coordinated Ster's efforts in switching from personalised advertising to contextual advertising. In January 2021, Worp co-founded Opt Out Advertising to advise and support other businesses in switching to privacy-friendly advertising. Linda Worp has a Master's degree in Persuasive Communication.

# Algorithmic recommendation systems

Big Tech's recommender systems and algorithms are often accused of amplifying hate speech and disinformation, steered by the incentive of engagement. What are the benefits of such a system and what is possible to increase plurality?



## Mr. **Jan Penfrat**

Penfrat is Senior Policy Advisor at European Digital Rights (EDRI). Previously, he was a freelance technology reporter at the German IT magazine Golem.de. He holds Master's degrees from the College of Europe (Belgium) and Freiburg University (Germany), starting his career as a policy consultant for the lobbying firm EUTOP. Penfrat is also co-founder of the Belgian non-profit Privacy Training Center.

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### Ms. **Rasha Abdul-Rahim**

Abdul-Rahim is Director of Amnesty Tech, a globally distributed team of advocates, hackers, researchers and technologists at Amnesty International. Prior to this, she was researcher / advisor in the Arms Control, Security Trade and Human Rights Team. Abdul-Rahim is a board member of Fair Square Projects and holds a BA in Modern and Medieval Languages, an MA in International Relations and Diplomacy and a Graduate Diploma of Law.



### Dr. **Nakeema Stefflbauer**

Dr. Stefflbauer is the founder and CEO of the German non-profit organization, FrauenLoop which addresses the marginalization of immigrant, refugee, and working-parent women from the technology industry. Dr. Stefflbauer holds MA and PhD degrees from Harvard University, a BA from Brown University, and an executive MBA from the disruptive Quantic School of Business and Technology.



### Dr. **Emily Sullivan**

Emily is an Assistant Professor of Philosophy and Ethics of AI at Eindhoven University of Technology and the Eindhoven Artificial Intelligence Systems Institute. She is a fellow in the ESDiT research consortium and an Associate Editor for the European Journal for the Philosophy of Science. Her research is at the intersection between philosophy and computer science and explores the way that technology and algorithms mediate our knowledge. She is currently the PI on a research project (2021-2024) on the epistemic and ethical norms of explainable machine learning systems, funded through the Dutch Research Council's (NWO) Veni talent scheme.

# Lobbying and big tech

How much is legislation influenced by big tech to prevent meaningful regulation of business practices in the digital sector, such as online advertising, that have been proven to be harmful to society? How many studies, think tanks, business associations are actually funded and driven by big tech interests to maintain the status quo?



## Ms. **Alexandra Geese**

Geese is a German interpreter and politician who has been serving as a Member of the European Parliament since 2019. She is a member of the The Greens/EFA (German: Bündnis 90/Die Grünen). From 2015 until 2019, Geese worked as interpreter at the European Parliament and has a master's degree in Migration Studies from Ca' Foscari University in Venice and a master's degree in Conference Interpreting from Cologne University of Applied Sciences.

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### Prof. **Tommaso Valletti**

Prof. Valletti is Professor of Economics at Imperial College Business School and at the University of Rome. He has previously taught at the London School of Economics, Telecom ParisTech/Ecole Polytechnique, and Turin. Previously, he was the Chief Competition Economist of the European Commission between 2016 and 2019.



### Ms. **Margarida Silva**

Silva is researcher and campaigner at Corporate Europe Observatory, a research and campaign group working to expose and challenge the privileged access and influence enjoyed by corporations and their lobby groups in EU policy making. Silva has a Master's degree in political communication from Goldsmiths College London.



### Mr. **Jon von Tetzchner**

Von Tetzchner is co-founder and CEO of Vivaldi. Before starting the Vivaldi Web browser, he launched a community site called Vivaldi.net. Prior to this, Von Tetzchner co-founded Opera Software. Tetzchner holds a master's degree in computer science from the University of Oslo.



### Dr. **Burcu Kilic**

Dr. Kilic is a scholar, lawyer and digital rights advocate. She directs the Digital Rights Program at Public Citizen, a consumer advocacy organization based in Washington D.C. that champions public interest in the halls of power. She has researched and written extensively on intellectual property, innovation, digital rights and trade, and provided technical advice and assistance in numerous countries in Asia, Latin America, Europe and Africa.





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