INDEX

The Authors IX

Acknowledgements XI

Foreword, My data is mine: towards a data environmentalism (by *Marco Pierani* and *Marco Scialdone*) XIII

1.

GDPR STRESS-TESTS BY AI: TOWARDS A USER-CENTRIC DATA PROTECTION APPROACH

by *Christina Varytimidou*

1. Introduction 1
2. The Basics: The Data Journey in Machine Learning Models 3
3. The Data Protection Challenges: is All This Data Personal Data? 4
4. GDPR Stress Test for AI 6
5. AIA Through Data Protection 'Lens' 13
6. The Answer to the Machine is in Humans: Legal Design as a Humanity Embracer Tool 14
7. Technology as an Enabler 18
8. Conclusion 20

2.

MY DATA TO DEVELOP AI: HOW DATA PROTECTION AND INTELLECTUAL PROPERTY LAWS SHAPE AI RESEARCH

by *Amanda Costa Novaes*

1. Introduction: AI development as scientific research 23
2. How IP and data protection rules affect AI research 25
3. Research exception for AI innovation 29
4. Conclusion: is the legislative framework promoting or hindering innovation? . . 34

3.

ALGORITHMIC BIAS IN THIS NEW ERA: IS THE GDPR A FEASIBLE TOOL IN ADDRESSING THIS ISSUE?

by *Diana Camões*

1. Introduction 37

2. Algorithms 38
2.1. Brief marks on Algorithms and Machine Learning (ML) 38
2.2. Algorithmic Bias 41
3. How to ensure data subject's rights in the era of digital constitutionalism? Is the GDPR the answer or the problem? 44
3.1. The GDPR's (brief) mention to Algorithm Bias 44
3.2. Automated individual decision-making (ADM) - Article 22.º 44
3.2.1. Right or Prohibition? The initial problem of algorithmic bias . 44
3.2.2. Article 22 of the GDPR and its requirements: out of data due to the AI Act? 46
4. Addressing Algorithmic Bias throughout the lens of the GDPR and AI Act? A misconception of reality? 50
4.1. Addressing *ex ante*? 50
4.2. Addressing *ex post*? 54
5. Conclusion 56

4.

THE COMPLEMENTARY ROLE OF COMPETITION LAW FOR SUSTAINABLE DATA-DRIVEN ECOSYSTEMS

by *Emanuele Fazio*

1. Data-driven Ecosystems in the Twin Transitions 59
2. The Two Challenges of Sustainable Data-driven Ecosystems 64
3. Beyond Regulation: The Complementary Role of Competition Law 67
3.1. The New Relevant Market Definition Notice 71
3.2. The New Direction of Digital Analytical Shortcuts 74
4. Conclusions 77

5.

THE RIGHT TO DATA PROTECTION AND ARTIFICIAL INTELLIGENCE IN THE EUROPEAN UNION: IS THE GENERAL DATA PROTECTION REGULATION SUFFICIENT TO GUARANTEE THIS FUNDAMENTAL RIGHT?

by *Ornella Zallocco Herrera*

1. Introduction 79
2. AI and big data: definitions 81
3. Regulation through the GDPR 83
3.1. Personal data and data protection principles 84
3.1.1. Accuracy 85
3.1.2. Purpose limitation 87
3.1.3. Data minimization and storage limitation 88
3.2. Artificial intelligence and lawfulness of processing 88
3.3. Automated individual decision-making and profiling 91

4. Transparency, right to information and ethics 94
5. Conclusion 96

6.

THE PROTECTION OF BRAIN DATA AND MENTAL DATA UNDER THE GENERAL DATA PROTECTION REGULATION - SOME CHALLENGES

by *Rute Silva Gomes*

1. Introduction 99
2. What is brain and mental data? 103
3. Brain data, mental data and the GDPR 105
4. Brain and mental data processing - processing of "group data" 106
5. Brain and mental data as special categories of personal data 111
6. The right of rectification over brain and mental data 116
7. Conclusions 117

7.

RETURNING MY DAUGHTER HER DATA: A DIVE INTO CHILDREN DATA CONTEXT, PROTECTION MEASURES AND ITS ASSESSMENT

by *Sara Jesus*

1. Introduction 119
2. Data Protection rights viability starts in childhood 120
   2.1. Education on Data Protection and Privacy as a survival competence . . . 122
   2.2. Privacy by design for future generations: new tools and standards 122
      2.2.1. Image Recognition, Facial Recognition and AI algorithms 122
      2.2.2. Digital wallet for Personal Data 124
      2.2.3. Organizations compliance to privacy by design 124
3. Applying the 7 principles of EU GDPR when evaluating new preventive or corrective measures 125
   3.1. Lawfulness, fairness, and transparency | EU GDPR principle 127
   3.2. Purpose limitation | EU GDPR principle 128
   3.3. Data minimization | EU GDPR principle 128
   3.4. Accuracy | EU GDPR principle 128
   3.5. Storage limitation | EU GDPR principle 128
   3.6. Integrity and confidentiality | EU GDPR principle 129
   3.7. Accountability | EU GDPR principle 129
   3.8. Other potentially positive impacts (+) 129
   3.9. Extended benefits of the matrix 130
4. Conclusions 131

8.

FROM DEVIL MAY CRY 3 TO SOCRATES: THREE FALLACIES ABOUT VALUE CREATION AND THE CENTRALITY OF EDUCATING CREATORS

by *Fabrizio Esposito*

1. Introduction: The Devil made me sad 133
2. Value creation: Three fallacies 134
   2.1. Value for whom? #sovereignconsumers 135
   2.2. What value? #humanflourishing 137
   2.3. Value how? #actnow 139
3. The importance of education 141
4. Conclusion 143

9.

DATA AS THE NEW (SCARCE?) RESOURCE. A PERMITTING PERSPECTIVE IN THE DATA-FUELLED AI ERA

by *Maria Vittoria La Rosa*

1. Introduction 145
2. AI Tools and the importance of data 148
3. Ways to gain access to data 149