



**Universität
Zürich^{UZH}**

**Center for Information Technology,
Society, and Law (ITSL)**

Data Ownership

Zurich, 29 March 2017

6:15 to 7:45 pm

**University of Zurich
Raemistrasse 71, 8006 Zurich
Room KOL-E-18**

Recently, companies applying data-driven business models have argued that data, their most important asset, needs to be protected by some sort of ownership right. At the same time, individuals look for means to regain sovereignty over their personal data. Consequently, data ownership has become a hot topic. While the debate has already reached the political sphere, its scientific discussion in Switzerland – like in other European jurisdictions – has only just begun. The fundamental questions to be answered are the following: Why is there a need for data ownership? How could it be justified? What would be its scope? And how could it be implemented?

The Center for Information Technology, Society, and Law (ITSL) at University of Zurich addresses these questions at a public event.

After keynotes by Prof. Dr. HERBERT ZECH (University of Basel) and Prof. Dr. FLORENT THOUVENIN (University of Zurich, ITSL), regarding non-personal and personal data respectively, Prof. Dr. ROLF H. WEBER (University of Zurich, ITSL) will lead a panel discussion in which the keynote speakers will be joined by experts from the economy, and the legal practice, namely DANIEL SCHÖNBERGER (Google Switzerland and Austria), THOMAS PLETSCHER (economiesuisse), and Dr. MARTIN ECKERT (Attorney at law).

Admission is free and no registration is necessary. This event will be held in German.

Program

- 6:15 – 6:20 pm** **Welcome Address**
Prof. Dr. ROLF H. WEBER, University of Zurich, ITSL
- 6:25 – 6:40 pm** **Focus Non-Personal Data**
Prof. Dr. HERBERT ZECH, University of Basel
- 6:40 – 7:00 pm** **Focus Personal Data**
Prof. Dr. FLORENT THOUVENIN, University of Zurich, ITSL
- 7:00 – 7:45 pm** **Panel and Plenary Discussion**
with the speakers as well as:

DANIEL SCHÖNBERGER, Head of Legal Google Switzerland and Austria

THOMAS PLETSCHER, Member of the Executive Board economiesuisse

Dr. MARTIN ECKERT, Attorney at law, Zurich

Moderation: Prof. Dr. ROLF H. WEBER