

3rd Annual BCCP Conference

Regulatory Challenges in Digital Markets: Trust Online



June 8, 2018 | Leibniz Association, 5th Floor, Room Hannover

AGENDA

09:15 – 10:15 *Registration*

10:15 – 10:30 *Welcome*

Tomaso Duso | Spokesperson of the Berlin Centre for Consumer Policies, Head of Department Firms and Markets, DIW Berlin, and Professor of Empirical Industrial Economics, DICE Düsseldorf

10:30 – 12:00 **Policy Roundtable: The Digital Single Market and Consumer Trust**

The ambitious European Digital Single Market project has tremendous potential to benefit all European consumers. One main aim of the Digital Single Market is to guarantee citizens' access to goods and services across the EU. Trust and security concerns remain an important barrier to such universal trade online. As digital services increasingly permeate daily life, the European Union is implementing the GDPR, a new data protection regulation that is at the forefront of the global privacy debate. Can the GDPR facilitate the level of trust required for digital services to thrive? Have other online consumer protection measures, such as payment protection, succeeded in establishing consumer trust? What are the challenges of transforming into a digital economy and society. Does digitization offer governments the opportunity to become more open and inclusive?

Stacy Feuer | Assistant Director for International Consumer Protection, US Federal Trade Commission

Juhan Lepassaar | Head of Cabinet to Vice President Andrus Ansip, European Commission

Moderated by **Ludwig Siegele** | Technology Editor, The Economist

12:00 – 13:00 *Lunch break*

13:00 – 14:30 **User Data Sharing: Incentives and Trust**

Online businesses largely rely on the sharing of user-generated data, which allows them to make a profit and enable sophisticated products and services. Yet, users are becoming increasingly wary that their data is at risk of being compromised, legally and illegally, which has led to calls for more responsible data collection, usage, and sharing. This session will discuss two fundamental issues inherent in data sharing. How are the returns from user data collection shared between users and commercial service providers? How could user benefits be improved to incentivize data sharing? Are consumers willing to share their personal information if they do not trust that their data will be protected and used in the manner assured by the service, as exemplified by data breaches such as by Facebook and Cambridge Analytica? What can policy do to reinvigorate beneficial online participation for everyone? Can commitments, like privacy by design, help establish trust in online platforms and the emerging internet of things?

Ari Ezra Waldman | Associate Professor of Law, New York Law School

Glen Weyl | Principal Researcher, Microsoft Research and Visiting Senior Research Scholar and Lecturer, Yale University

Moderated by **Dorothea Kübler** | Director of Research Unit Market Behavior, WZB Berlin Social Science Center and Professor of Economics, Technical University Berlin

14:30 – 15:00 *Coffee break*

15:00 – 16:30 **Reputation and Trust on Online Platforms**

The emergence of e-commerce considerably decreased transaction costs. Increased price transparency and product information have enabled consumers to compare and purchase both goods and services more easily. Yet, significant market frictions remain due to a fundamental component of human interaction: trust. This session tackles questions on the role of trust in e-commerce and online interactions: What determines trust online? Can reputation and safety guarantees mitigate lack of trust? How can trust and reputation mechanisms be optimally designed to facilitate trade

Michael Luca | Lee J. Styslinger III Associate Professor of Business Administration, Harvard Business School

Steve Tadelis | Professor of Economics, Business and Public Policy, James J. and Marianne B. Lowrey Chair in Business, University of California, Berkeley

Moderated by **Roland Strausz** | Professor of Economics, Humboldt University Berlin

16:30 **Concluding Remarks**

Hannes Ullrich | Coordinator of the Berlin Centre for Consumer Policies, Research Associate in the Firms and Markets Department, DIW Berlin and University of Zurich

