

**Personalization in the Era of Digitalization:
Curse or Blessing for Consumer Policy?**

**Personalisierung im Zeitalter der Digitalisierung:
Fluch oder Segen für die Verbraucherpolitik?**

Event by the Advisory Council for Consumer Affairs
11 December 2019
Federal Ministry of Justice and Consumer Protection
Mohrenstraße 37, 10117 Berlin
Gustav Heinemann conference room

Programme

- 17:00** **Welcome**
Gerd Billen, State Secretary at the Federal Ministry of Justice and Consumer Protection
- 17:15** **Introduction**
Louisa Specht-Riemenschneider, Deputy Chair of the Advisory Council for Consumer Affairs / University of Bonn
- 17:30** **Evening presentation**
Cass Sunstein, Harvard University: “The Right Not To Be Manipulated”
45-minute presentation, followed by discussion
- 18:30** **Evening presentation**
Omri Ben-Shahar, University of Chicago: “If Personalization Is the Answer: What Is the Question for Consumer Information and Law?”
45-minute presentation, followed by discussion
- 19:30** **Closing remarks**
Hans-W. Micklitz, member of the Advisory Council for Consumer Affairs / European University Institute / University of Helsinki
- 19:45** **End**

Moderation: Gesche Joost, Berlin University of the Arts, and Lucia Reisch, CCMP Zeppelin University / Copenhagen Business School