



Digital Business Brunch

Innovative Data Use and Protection of

Trade Secrets

2 November 2021 | 10:30 AM -12:00 PM

Most of the services which are offered free of charge online are financed by data use, particularly for purposes of marketing and analytics. But as products are becoming increasingly digitized, e.g. through the Internet of Things (IoT) and artificial intelligence (AI), innovative and promising value-added models are starting to emerge, such as the use and communication of user data for the training of AI systems. In light of this situation, it appears not unlikely that IoT devices will be offered at lower cost in the future, or even free of charge, in exchange for the supply of user data.

Further developments largely depend on legal conditions. The German government acknowledged this fact in the data strategy it published at the start of the year, in which it identified the need to improve legal conditions for responsible data use as a key sphere of action.

At our business brunch on "Innovative Data Use and Protection of Trade Secrets," we will report on this current topic and provide an overview on the development of data into an asset and the legal exploitation of data. We will also provide brief insight into aspects of data protection law in the use of data, the protection of trade secrets and data license law.

We look forward to exciting material and discussion with the participants.

Register now. Admission is free of charge.

The event will be conducted as a webinar with Zoom video conferencing software.

An event from:





Session 1

Innovative data use and aspects of data protection law

- ▶ Data as an asset
- ▶ Exploitation of data
- ▶ Aspects of data protection law in the use of data

Speaker

- ▶ Stefan Hessel, Co-Head Digital Business Unit

Session 2

Aspects relating to the protection of trade secrets in data use

- ▶ Data as an asset
- ▶ Exploitation of data
- ▶ Aspects of data protection law in the use of data

Speaker

- ▶ Karin Potel, Associate Digital Business Unit

Session 3

Data license agreements

- ▶ Data as an asset
- ▶ Exploitation of data
- ▶ Aspects of data protection law in the use of data

Speaker

- ▶ Monika Menz, Co-Head Digital Business Unit

An event from: