

DRAFT PROGRAMME

Public Hearing
Committee on the Internal Market and Consumer Protection

Digital advertising and consumer information

17 February 2020 from 15h00 to 17h00

European Parliament, Brussels (room SPINELLI 3G3)

15h00 - 15h05 Opening remarks

- Ms Petra De Sutter, IMCO Chairwoman (5 min)

15h05 - 15h35 Panel discussion 1: How are consumers informed and do they have a choice when it comes to online profiling?

- Prof. Dr. Natali Helberger, Professor Law & Digital Technology, University of Amsterdam (10 min)
- Mr Agustin Reyna, Head of the Legal and Economic Affairs, BEUC (10 min)
- Ms Townsend Feehan, CEO, IAB Europe (10 min)

15h35 - 16h00 Q&A session

16h00-16h30 Panel discussion 2: Are consumers and especially vulnerable groups protected from disguised digital advertising?

- Dr. Rossana Ducato, postdoctoral researcher at UCLouvain and Université Saint-Louis - Bruxelles (10 min)

- Ms Justina Raizyte, Head of Development and Policy at the European Advertising Standards Alliance (10 min)
- Ms Sara Wahlberg, Legal Advisor International Affairs, Swedish Consumer Agency (10 min)

16h30 - 16h55 Q&A session

16h55 - 17h00 Closing remarks

- Ms Petra De Sutter, IMCO Chairwoman (5 min)

Important notice for persons who wish to attend the hearing:

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