

Personal Data, Privacy, and Competition: A “Data Ecosystem Approach” to Digital Markets

Robin Vandendriessche



Monday 28 April 2025,
12:00-13:00pm



S2.09 (Social Sciences)

About the Event

Join us for a seminar examining the EU’s competition approach in digital markets and introducing a “data ecosystem approach” to complement traditional assessments. As digital ecosystems amass market power through vast datasets and cross-market advantages, traditional competition law concepts face increasing pressure to adapt.

Using the Google/Fitbit (2020) merger case, policy reports, and expert interviews with competition authority officials, this session explores how digital ecosystems expand and consolidate their dominance. Key factors include data reach, incentives to expand, and the impact on consumer welfare and data protection. We will also assess the limitations of existing competition frameworks in addressing these challenges.

About the Speaker

Robin Vandendriessche is a PhD researcher jointly enrolled at Vrije Universiteit Brussel and Warwick Law School. His research explores the intersection of EU competition policy and personal data protection, examining how digital ecosystems leverage data to consolidate market power.



Photo by Luke Jones