

PRESS RELEASE

Artificial intelligence - the focal point of data protection law

The 33rd bpv Huegel-Breakfast Briefing dealt with current challenges for companies in the digital context.

13 September 2019. At the 33rd bpv Huegel-Breakfast Briefing, Dr. Sonja Dürager, Partner and Head of the IT/IP and Data Protection Practice Group at bpv Huegel, gave an insight into the legal aspects of the use of Artificial Intelligence (AI) in relation to data protection principles and their application to modern technologies such as chatbots, smart wearables, automotive cars or digital twins.

AI essentially describes technologies and systems that can learn to act on the basis of large amounts of data. It is not only about technical data, such as predictive maintenance, but in many cases also about the personal data of the users of such technologies, which are considered valuable by manufacturers for product development. Profiling (the evaluation of personal aspects in order to be able to make certain predictions about the person) is also an important processing process in smart applications.

AI is the epitome of maximum exploitation of the information that can be obtained from data in all circumstances - even unknown and unforeseen - while data protection law is based on the prohibition of data processing and permits such only under strict conditions. Numerous data protection challenges therefore arise in the development and use of AIs, such as the question of data sovereignty and the distribution of roles, or the possibilities of securing data subjects' rights (e.g. deletion in big data applications).

About Sonja Dürager

Dr. Sonja Dürager LL.M. (IT Law) is a lawyer and partner at bpv Huegel, where she has headed the IP/IT department since 2007. She specialises in advising on intellectual property law (especially copyright and trademark law), IT law, data protection law and media law. Her main focus is the contractual drafting of IT projects and those related to intellectual property law, the enforcement of intellectual property rights before courts, the support of data protection implementation measures and the development of compliance organisations, as well as representation before the data protection authority. She is the author of numerous publications on data protection law and regularly gives lectures on IT law topics.

About bpv Huegel

As one of Austria's leading law firms, bpv Huegel advises national and international clients in all sectors. It is regarded as the first address for highly complex mandates, the handling of which requires specialised tax and legal knowledge, many years of experience and economic understanding. With its Brussels office, bpv Huegel has a competence centre for general EU law, European merger and antitrust law as well as regulatory and public procurement law located directly at the European institutions. bpv Huegel is a member of the "bpv LEGAL" alliance with offices in Bratislava, Bucharest, Budapest and Prague and thus offers tailor-made solutions throughout CEE. In addition, the firm has long-standing cooperation agreements with leading international law firms worldwide.

The full-service law firm was founded in 1979 and is represented in Austria by offices in Vienna, Moedling and Baden, where it employs around 100 staff, including around 50 lawyers.

Contact

bpv Huegel Rechtsanwalte GmbH
Martina Buechele
Head of PR and Communications
Office: +43 1 260 50-909
E: martina.buechele@bpv-huegel.com
<http://www.bpv-huegel.com>