

Call for Papers

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IS mine
award | 2025
edition

DIGITAL FAIRNESS

AND DATA PROTECTION IN THE AGE OF AI

 **CONSUMER
EMPOWERMENT
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My Data is Mine Award 2025

Sixth edition

Call for Papers

DIGITAL FAIRNESS AND DATA PROTECTION IN THE AGE OF AI

My data is mine Award is aimed at supporting young scholars with an innovative approach to data protection issues and who can offer a visionary contribution to data processing in Europe and worldwide.

The swift advancement of Artificial Intelligence (AI) is transforming consumer experiences, offering opportunities for enhanced personalization and efficiency. AI-driven technologies are being utilized in advertising, automated contracting, and customer service, aiming to provide tailored and responsive interactions.

The European Commission's recent assessment of digital fairness acknowledges the evolving dynamics between AI-empowered businesses and consumers. AI models have the potential to deliver highly relevant services, enhancing consumer engagement and satisfaction, but they can also generate outputs that may be misleading, inaccurate, or manipulative, potentially exacerbating consumer vulnerabilities and reducing consumer agency. In that regard, it is essential to promote transparency, accountability, and education regarding AI's role in decision-making processes. This approach empowers consumers, fosters trust, and maximizes the positive impact of AI technologies in the marketplace.

Additionally, this year's call draws on insights from the [CEP Consumer Digital Empowerment Index](#), an annual study launched in 2022, which examines whether and how digital services empower consumers in their daily lives. The 2024 Index also included, for the first time, a deep dive on consumer attitudes and challenges regarding Artificial Intelligence. According to the research, consumers perceive AI as quite present throughout various consumption areas, especially in Information & Media, Shopping and Money & Investment. Yet, over half of consumers say that they have never used a genAI application and only 33% feel skilled in using AI-based services. AI technologies have become pervasive, but the research suggests that skills are not keeping pace.

As part of the sixth edition of the “My Data is Mine” Award, to be held during the 2025 Web Summit in Lisbon, we invite young scholars (up to 35 years of age) to submit contributions that critically to explore the following topics:

- AI and automated decision-making: data protection and fairness implications
- Emotion-recognition AI and anthropomorphic AI: regulatory gaps and consumer manipulation risks
- Consumer perceptions of AI: trust, agency, and the role of digital literacy
- The role of data protection authorities in AI governance
- AI agents and data protection: challenges in ensuring transparency and accountability
- The role of privacy-enhancing technologies (PETs) in mitigating AI-driven risks

SUBMISSION GUIDELINES

We welcome original and unpublished papers from young scholars (up to 35 years of age). Requirements:

- **Word count:** 5,000–8,000 words, inclusive of footnotes and references.
- **Language:** English, using formal legal and academic style.
- **Formatting:** manuscripts should conform to a standard academic style (e.g., APA, [OSCOLA](#)).
- **Abstract:** 150–250 words summarizing the principal arguments and findings.
- **File Format:** PDF/DOC document.

Evaluation criteria will include:

- Relevance and originality of the work
- Significance and impact of the research
- Quality and clarity of the presentation

The submission deadline is **September 30, 2025**. The award ceremony is scheduled for November 10–13, 2025 (exact date TBC) at Web Summit in Lisbon.

By submitting your paper, you grant to Consumer Empowerment Project (CEP) and its partners a worldwide, unrestricted, sub-licensable, assignable, irrevocable, non-exclusive, royalty-free right and license to use your paper in connection with My Data is Mine Award and any other initiative carried out by CEP and its partners, alone or with third parties. This license includes without limitation the right to (i) reproduce, create derivative works of, and otherwise use your paper, in whole or in part, in any manner or in combination with any other material (the “Works”); and (ii) publicly display, publicly perform, distribute (directly or indirectly), transmit, or broadcast, communicate to the public the Works, by wire or wireless means,

including the making available to the public in such a way that members of the public may access them from a place and at a time individually chosen by them. By submitting your paper, you represent and warrant that (i) it doesn't infringe any third-party rights; (ii) it is not defamatory; (iii) you have full power and authority to grant the rights and licenses relating to your paper.

The winner will be awarded with a prize of 1.000 euros and will have the chance to present their paper during the ceremony which will be held in Lisbon (travel and accommodation costs will be offered by CEP).

Please note that submitted contributions may be published by their respective authors, following the announcement of the winner, in other journals or may serve as subjects for future publications. In any case, received papers may be invited to be part of the book to be published in 2026 by the Consumer Empowerment Project with a renowned publisher.

- **Deadline for the papers:** September 30, 2025
- **Date of the Award Ceremony:** 10-13 November 2025
- **Venue:** Lisbon, Portugal – Web Summit
- **Submission:** Papers can be sent from the MDIM page: <https://cep-project.org/my-data-is-mine-2025/>

Tea Mustac

My Data Is Mine
Winner 2024

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