

Nora Lorentz

Profiling – Persönlichkeitsschutz durch Datenschutz?

Eine Standortbestimmung nach Inkrafttreten der DSGVO

[Profiling – Protecting Individual Privacy Rights through Data Protection?]

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Data profiling, whether in the form of personalised adverts or credit scoring, has become an integral part of everyday life. In May 2018, the General Data Protection Regulation (GDPR) introduced the first set of rules to address the collection and evaluation of personal data. But what exactly is profiling in technical terms, which data processing operations are covered by the GDPR's definition and what limits are set to this technology by the GDPR. Nora Lorentz answers these questions by presenting a clear technical and legal overview of this complex and highly topical subject.

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