Contents

Part I Profiling: A Persistent Core Issue of Data Protection and Privacy

1	Profiling Technologies and Fundamental Rights and Values: Regulatory Challenges and Perspectives from European Data Protection Authorities	3
2	On-line Behavioral Tracking: What May Change After the Legal Reform on Personal Data Protection	35
Par	Taming the Future: Assessments of Risks in the Sphere of Privacy and Data Protection	
3	A Systematic Approach to the Legal Evaluation of Security Measures in Public Transportation Christian Ludwig Geminn and Alexander Roßnagel	63
4	Models and Tools for the Computational Support of Technology Impact Assessments, Applied in the Context of Mass Transportation Ronald R. Grau	91
5	Impact Assessments as Negotiated Knowledge	125
6	Data Processing in Employment Relations; Impacts of the European General Data Protection Regulation Focusing on the Data Protection Officer at the Worksite	147

Part III	To Forget or Not to Fo	rget? Or Is the Q	Question: How
	to Forget?		

7	Timing the Right to Be Forgotten: A Study into "Time" as a Factor in Deciding About Retention or Erasure of Data	171
8	The 'Right to Be Forgotten': Ten Reasons Why It Should Be Forgotten Christiana Markou	203
9	Tracing the Right to Be Forgotten in the Short History of Data Protection Law: The "New Clothes" of an Old Right	227
Par	t IV Does It Take Two to Tango: Privacy and Security?	
10	Privacy Versus Security: Problems and Possibilities for the Trade-Off Model Govert Valkenburg	253
11	Privacy and Security – On the Evolution of a European Conflict Matthias Leese	271
Par	t V Designing and Supporting Privacy and Data Protection	
12	Evolving FIPPs: Proactive Approaches to Privacy, Not	
	Privacy Paternalism Ann Cavoukian	293
13	Privacy Paternalism	
	Privacy Paternalism Ann Cavoukian Evolution or Revolution? Steps Forward to a New Generation of Data Protection Regulation	311
	Privacy Paternalism Ann Cavoukian Evolution or Revolution? Steps Forward to a New Generation of Data Protection Regulation Attila Kiss and Gergely László Szőke Do People Know About Privacy and Data Protection Strategies? Towards the "Online Privacy Literacy Scale" (OPLIS) Sabine Trepte, Doris Teutsch, Philipp K. Masur, Carolin Eicher, Mona Fischer, Alisa Hennhöfer,	311