CONTENTS

Pref List	face	v ii
Eur	opean Contract Law and the Digital Single Market: Current Issues and	
Nev	v Perspectives	1
	Alberto De Franceschi	1
1.	Digital Technology and Contract Law	1
	The Impact of Digital Technology on Private Law Relationships	3
2.	Data as a Tradeable Commodity and the New Instruments for their	
3.	Protection	5
1	Legislative Instruments for a Digital Single Market	8
4.	New Features of Standard Contracts in the Digital Market.	11
5.	Online Platforms in the 'Sharing Economy'	15
6.	Concluding Remarks	17
7.	Concluding Remarks	
PA1	RT I.	
	E IMPACT OF DIGITAL TECHNOLOGY ON PRIVATE LAW	
REI	LATIONSHIPS	19
ILL.		
Dis	ruptive Technology - Disrupted Law? How the Digital Revolution	
	ects (Contract) Law	
	Christian Twigg-Flesner	21
1.	Introduction	21
	Disruptive Technology	22
2.	Law, Technological Development and Disruptive Effects	2.3
3.	Law, Technological Development and Distuptive Effects	2.7
4.	Designing Legal Rules for Disrupted Law	28
5.	The Disruptive Effect of the Digital Revolution	31
6.	Disrupted Law?	1
7.	The EU and the Digital Revolution	12
8	A Concluding Thought	4

PAI	RT II.
DA	TA AS A TRADEABLE COMMODITY AND THE NEW INSTRUMENTS
FO	R THEIR PROTECTION
Dat	a as a Tradeable Commodity
	Herbert Zech51
1.	Data as the Object of a Contract
2.	Existing Exclusive Rights for Different Kinds of Data
3.	Introduction of a Data Producer Right?
4.	Conclusion
-	isdiction regarding Claims for the Infringement of Privacy Rights
unc	ler the General Data Protection Regulation
	Pietro Franzina
1.	Introductory Remarks
2.	Jurisdiction and the Right to an Effective Judicial Remedy 85
3.	Jurisdiction under the Brussels I bis Regulation
4.	Jurisdiction over the Infringement of Privacy Rights Pursuant
	to Article 79(2) GDPR
5.	The Coordination between Article 79(2) GDPR and the Brussels I bis
	Regulation
PAI	RT III.
ТН	E LEGISLATIVE INSTRUMENTS FOR A DIGITAL SINGLE
MA	RKET 109
ΑE	uropean Market for Digital Goods
	Michael Lehmann
1.	Digital Goods
2.	Portability
3.	The Supply of Digital Content
4.	Online Trade in Goods
5.	Summary
Sup	ply of Digital Content. A New Challenge for European Contract Law
	Reiner Schulze
1.	Introduction
2	Current Change in Contract Law 131

4. 5.	Conformity	
Dune	Coctions on Remedies for Lack of Conformity in Light of the cosals of the EU Commission on Supply of Digital Content Online and Other Distance Sales of Goods Geraint HOWELLS	
1. 2. 3. 4.	Introduction.145Online and Distance Contracts147Proposal for Digital Content Directive155Conclusions160	
The the Man	Proposal of the EU Commission for a Regulation on Ensuring Cross-Border Portability of Online Content Services in the Internal rket Karl-Nikolaus Peifer	3
1. 2 3. 4. 5. 6. 7.	Introduction. 163 Portability – Why Do We Have to Regulate It? 164 Why and How Do We Regulate Portability? 165 Supporters and Critics of the Draft Proposal 166 The Core and Content of the Draft Proposal 167 The Function of the Regulation within the Digital Agenda 171 Possible Effects 171	3 4 5 7
The	Law Applicable to Consumer Contracts in the Digital Single Market Peter KINDLER	3
1. 2. 3.	The Substantive Law Background	6
4. 5.	Merely Indicative Facts	52

Intersentia

PAR	T IV.	
NEV	V FEATURES OF STANDARD CONTRACTS IN THE DIGITAL	
MA	RKET	187
Stan	dard Terms and Transparency in Online Contracts	
	Rodrigo Momberg	189
1.	Introduction	
2.	Digital Content and Wrap Contracts	
3.	The Invisibility of Wrap Contracts	193
4.	The Enforceability of Wrap Contracts	195
5.	Transparency in EU Law	198
6.	Transparency and Wrap Contracts	202
7.	Curing Invisibility: Sufficient Notice and Specific Consent	204
8.	Conclusions: The Unavoidable Assessment of Substantive	
	(Un)Fairness	206
Con	tracts Concluded by Electronic Means in Cross-Border Transactions.	
'Cli	ck-Wrapping' and Choice-of-Court Agreements in online B2B	
	tracts	
	Martin Gebauer	209
1.	Introduction	
2.	Normative Background	211
3.	The European Court of Justice and Choice-of-Court Agreements	
	Concluded by Electronic Means	213
4.	Jurisdictional Consequences of the Decision Given by the ECJ	
	in Case C-322/14	217
	RT V.	
ON	LINE PLATFORMS IN THE 'SHARING ECONOMY'	221
Cro	wdsourcing Consumer Confidence. How to Regulate Online	
Rati	ing and Review Systems in the Collaborative Economy	
	Christoph Busch	223
1.	Introduction	
2.	More Reputation, Less Regulation?	
3.	Recent Regulatory Initiatives	
4.	Key Elements of a Regulatory Framework for Reputation Systems	
5.	Conclusion	242

Onl	line Dispute Resolution Platform. Making European Contract Law	
Mo	re Effective Jorge Morais Carvalho and Joana Campos Carvalho	245
1. 2.	Introduction Overview of Alternative Dispute Resolution in European Contract	
	Law Online Dispute Resolution Platform	247 250
 4. 	Critical Analysis of the Legal Regime and its Implementation	263

Intersentia