



## DATA PROTECTION

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PRIVACY  
("BEING ALONE")



SELF-REPRESENTATION  
IN THE PUBLIC



INTERNAL DEVELOPMENT  
("MANIPULATION")



EXTERNAL DEVELOPMENT  
("NEGATIVE DECISIONS")



EQUALITY AND  
NON-DISCRIMINATION

## A normative framework for assessing data protection risks

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The Alexander von Humboldt Institute for Internet and Society (HIIG) explores the dynamic relationship between the Internet and society, including the increasing interpenetration of digital infrastructures in various domains of everyday life. Its goal is to understand the interplay of socio-cultural, legal, economic and technical norms in the process of digitisation.

The academic spin-off Innovation and Law provides consultancy to understand law as an enabler and supporter of innovation. They focus on building privacy and security by design solutions that incorporate appropriate standards – in particular, certificates, codes of conduct and binding corporate rules.



ALEXANDER VON HUMBOLDT  
INSTITUTE FOR INTERNET  
AND SOCIETY



INNOVATION AND LAW