

**FOR IMMEDIATE RELEASE**

**My Data is Mine Award 2024:**  
Towards an innovative data ecosystem  
in the Age of Artificial Intelligence at Web Summit

*Lisbon, Web Summit (11-14 November 2024)* - The highly anticipated “My Data is Mine Award 2024” now in its fifth edition, is set to take place at Web Summit in Lisbon, Portugal on November 13<sup>th</sup>, 10:30 CET with the highly expected award ceremony. This prestigious award, presented by the [Consumer Empowerment Project \(CEP\)](#) – powered by Euroconsumers and Google, celebrates and supports young scholars with innovative approaches to data protection issues, paving the way for visionary contributions to data exploitation on both the European and global stages.

*“In a significant recognition of its relevance, the 2024 edition of the My Data is Mine Award has received the patronage of the European Data Protection Supervisor for the second consecutive year. This endorsement underscores the award's prestige and highlights its importance in the fields of data protection and consumer empowerment”,* remarked Marco Scialdone, CEP Director.

This year, the call for papers for 'My Data is Mine 2024' was met with resounding success, attracting high-quality papers from diverse countries, this year, the My Data is Mine call for papers proudly received a wealth of insightful papers from the following countries: Albania, Bulgaria, Croatia, Italy, Lithuania, Kenya, Poland, Portugal, Spain, US.

After a thorough review of all submissions, the CEP Scientific Committee is pleased to award the prestigious *My Data is Mine* recognition to Tea Mustac for her paper, “Data Altruism by Default: An Alternative to Consent for Personal Data Processing in Machine Learning.” Selected submissions may also be published in the *My Data is Mine 2024* book edition. As part of the award, Tea Mustac will have the honor of presenting her work on the Corporate Innovation Stage at the upcoming Web Summit.

In addition to the award ceremony, the 2024 edition of the My Data is Mine Award will feature a panel discussion on the topic “The value of (good) data for AI and Democracy”. The panel will be moderated by Marco Scialdone, CEP’s Director, and will feature as António Gameiro Marques, DG of the Portuguese National Information Security Authority and Els Bruggeman, Head of Policy and Enforcement at Euroconsumers as guest speakers. The panel will delve into how good data enhances transparency, fosters trust, and empowers citizens in the digital age.

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**António Gameiro Marques**, Director-General of the National Information Security Authority, overseeing the National Cybersecurity Center since 2016. He holds a Master's in Electrical and Computer Engineering and attended the AESE/IESE Executive MBA. Previously, he served as Deputy Secretary General of the Portuguese Ministry of Defense and was the PT Navy's Chief Information Officer. He played a key role in the Vasco da Gama frigates program and has served as a military advisor at NATO.

**Els Bruggeman** | Head of Policy and Enforcement at Euroconsumers, focusing on digital and sustainability. She joined the consumer movement in 2014 as an EU Public Affairs advisor for Test Achats/Test Aankoop. Previously, she worked as a policy advisor and spokesperson for the Belgian consumer protection minister. Els holds master's degrees in History and Law, plus masters in International Politics and Conflict Studies. She serves on the Executive Board of BEUC.

**Tea Mustac** | Legal expert at Spirit Legal, specializing in intellectual property, data protection, and AI regulation. She graduated summa cum laude from the Faculty of Law in Rijeka in 2022 and has published work on copyright and competition law. Currently based in Germany and working as a privacy and IP specialist at the Spirit Legal Law Firm.

**About the Consumer Empowerment Project:**

The Consumer Empowerment Project (CEP), powered by Euroconsumers and Google, is a collaborative space where consumer organizations, industry stakeholders, and civil society converge to discuss and address critical issues concerning consumer empowerment. This initiative aims to foster dialogue, collaboration, and tangible projects that contribute to creating a more consumer-friendly environment. The CEP's mission also includes helping consumers understand their rights for more informed decision-making. The CEP's multifaceted approach includes a variety of initiatives aimed at achieving its mission.

**For media inquiries, please contact:**

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