

FOR IMMEDIATE RELEASE

My Data is Mine Award 2025:

Forging a fair digital future: AI, Data and Consumer Empowerment

Lisbon, Web Summit (10-13 November 2025) – The “My Data is Mine Award 2025,” now in its sixth edition, will be presented during the internationally renowned Web Summit in Lisbon, Portugal. The ceremony will take place on November 12th at 10:15 CET, recognizing young scholars at the forefront of data protection. Presented by the Consumer Empowerment Project (CEP)—powered by Euroconsumers and Google—this award encourages innovative thinking and visionary approaches that promise to shape digital rights and responsible data use across Europe and globally.

The enduring importance of the award is noted by its continued patronage from the European Data Protection Supervisor, highlighting the impact this initiative has had on advancing consumer and data rights for three consecutive years.

This year’s call for papers generated widespread academic interest and participation. Scholars from nine countries—Albania, Argentina, Brazil, Germany, Italy, Portugal, the Netherlands, Turkey, and the UK—submitted high-caliber research on themes of digital fairness and the implications of artificial intelligence for data protection. Following thorough evaluation by CEP experts, Pratiksha Ashok of Tilburg University was selected as the winner for her paper, “THE GOLDILOCKS STANDARD. Machine Unlearning and the Right to be Forgotten Under Emerging Legal Frameworks.” Special mentions recognized outstanding contributions by Francisco Arga e Lima and Ayca Atabey, while selected submissions may also appear in the My Data is Mine 2025 book edition. Notably, Pratiksha Ashok will present her winning research to leading innovators and decision-makers at the Corporate Innovation Summit within Web Summit.

Complementing the award ceremony, the event will be enriched by a dynamic panel discussion titled “Forging a fair digital future: AI, Data and Consumer Empowerment.” Moderated by CEP’s Director Marco Scialdone, the session will feature Raquel Brízida Castro, Vice-Chairwoman of ANACOM, among other distinguished experts. The conversation will delve into how artificial intelligence can empower consumer rights, address key areas like data protection, digital fairness, and transparency, and highlight pioneering uses of AI in the consumer sector.

Raquel Brízida Castro is Vice-Chairwoman of ANACOM, Portugal's National Communications Authority. A PhD in Law, she is a Professor at the University of Lisbon and researches constitutional and technological law. She has published widely on EU digital regulation, including the AI Act and GDPR, and is a frequent national and international speaker. She previously practiced law, led research projects, and was named among Portugal's top lawyers in telecom and data law. She is also a former journalist.

Pratiksha Ashok is a Post Doctoral Researcher at Tilburg University for the EU Horizon 2020 project AI4POL and is affiliated with Tilburg Institute for Law, Technology, and Society (TILT) and Tilburg Law and Economics Center (TILEC).

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.

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