

Contents

<i>List of Figures</i>	<i>page</i> ix
<i>List of Tables</i>	xi
<i>List of Contributors</i>	xiii
<i>Preface</i>	xv

PART I INTRODUCTION: THEORETICAL PERSPECTIVES

1	The Pixelated Person: Humanity in the Grip of Algorithmic Personalisation <i>Uta Kohl</i>	3
2	Personalisation and Digital Modernity: Deconstructing the Myths of the Subjunctive World <i>Kieron O'Hara</i>	37
3	Personalisation, Power and the Datafied Subject <i>Marc Welsh</i>	55
4	Personal Data and Collective Value: Data-Driven Personalisation as Network Effect <i>Nick O'Donovan</i>	74

PART II THEMES: PERSONAL AUTONOMY, MARKET CHOICES AND THE PRESUMPTION OF INNOCENCE

5	Hidden Personal Insights and Entangled in the Algorithmic Model: The Limits of the GDPR in the Personalisation Context <i>Michèle Finck</i>	95
---	---	----

vi	<i>Contents</i>	
6	Personalisation, Markets, and Contract: The Limits of Legal Incrementalism <i>TT Arvind</i>	108
7	'All Data Is Credit Data': Personalised Consumer Credit Score and Anti-Discrimination Law <i>Noelia Collado-Rodriguez and Uta Kohl</i>	124
8	Sentencing Dangerous Offenders in the Era of Predictive Technologies: New Skin, Same Old Snake? <i>David Gurnham</i>	142
	PART III APPLICATIONS: FROM PERSONALISED MEDICINE AND PRICING TO POLITICAL MICRO-TARGETING	
9	'P ₄ Medicine' and the Purview of Health Law: The Patient or the Public? <i>Keith Syrett</i>	159
10	Personalised Pricing: The Demise of the Fixed Price? <i>Joost Poort and Frederik Zuiderveen Borgesius</i>	174
11	Data-Driven Algorithms in Criminal Justice: Predictions as Self-fulfilling Prophecies <i>Pamela Ugwudike</i>	190
12	From Global Village to Smart City: Reputation, Recognition, Personalisation, and Ubiquity <i>Daithí Mac Síthigh</i>	205
13	Micro-targeting in Political Campaigns: Political Promise and Democratic Risk <i>Normann Witzleb and Moira Paterson</i>	223
	PART IV THE FUTURE OF PERSONALISATION: ALGORITHMIC FORETELLING AND ITS LIMITS	
14	Regulating Algorithmic Assemblages: Looking beyond Corporatist AI Ethics <i>Andrew Charlesworth</i>	243
15	Scepticism about Big Data's Predictive Power about Human Behaviour: Making a Case for Theory and Simplicity <i>Konstantinos V. Katsikopoulos</i>	263

	<i>Contents</i>	vii
16	Building Personalisation: Language and the Law <i>Alun Gibbs</i>	277
17	Conclusion: Balancing Data-Driven Personalisation and Law as Social Systems <i>Jacob Eisler</i>	288
	<i>Index</i>	307