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Section III: Use cases

Challenge Title: Data protection in the e-commerce field	
Use Case Author	Ph.D. Avv. Maria Cristina Gaeta, Postdoctoral Research Fellow in Law at Suor Orsola Benincasa University of Naples, Ph.D. in Law at Federico II University of Naples, Coordinator of the Editorial Team of EJPLT.
Topic	Data protection in the e-commerce field
Overview	Legal design Ltd is a consulting company that deals with creating websites and managing the related legal aspects, mainly on privacy and e-commerce, adapting the websites created, or to be created, with the existing legislation, as well as drafting updated legal documents, clear and easily understandable, also thanks to the legal design techniques of which they are experts.
1. Engage	
Big idea	Privacy adjustment of an e-commerce website
Essential Question	What processing of personal data is carried out by Fashion Style online shop?
Initial resources	<p>Useful links</p> <p>Privacy policy example: https://teoremamoda.shop/privacy-policy-cookie-restriction-mode</p> <p>Cookie policy example: https://teoremamoda.shop/privacy-policy-cookie-restriction-mode https://lavoraconnoi.mediaset.it/cookiespolicy.htm</p> <p>Italian Data Protection Authority, what to do if the website installs cookies (before the GDPR): https://www.garanteprivacy.it/documents/10160/0/Infografica+cookie+e+privacy+-+cosa+devi+fare</p> <p>Provision of the Italian Data Protection Authority of 8 May 2014 «Chiarimenti in merito all’attuazione della normativa in materia di cookie»: https://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/4006878</p>

	<p>Italian Data protection Authority on cookie: https://www.garanteprivacy.it/cookie</p> <p>Italian Data protection Authority on e-commerce: https://www.garanteprivacy.it/web/guest/home/docweb/-/docweb-display/docweb/4840904</p> <p>European Commission on digital privacy: https://ec.europa.eu/digital-single-market/en/online-privacy</p> <p>Digital Agenda: https://www.agendadigitale.eu/mercati-digitali/ecommerce/e-commerce-e-gdpr-come-essere-in-regola-con-norme-privacy-e-non-solo/</p> <p>E-commerce Europe: https://www.ecommerce-europe.eu</p>
Guiding Questions	<p>List of the starting questions for the privacy adjustment:</p> <ul style="list-style-type: none"> – What personal data are collected? – What are the purposes of the processing? – How long are the personal data kept? On which hosting server? – Is the data processing online or offline? In the first case, are there active cookies? – Who are the subjects involved in the processing of personal data? – Are privacy by default and privacy by design tools already in place?
Reflections	<p>Other questions to be discussed:</p> <ul style="list-style-type: none"> – Is there a need to appoint a Data Protection Officer? – Is there a need to carry out the data protection impact assessment?
Other notes	
2. Investigate	
Activity Description	<ul style="list-style-type: none"> – Starting from the company's organisational model and personal data processed, what are the next steps? – What documents must be prepared for the privacy adjustment?
Resources	<p>Support material:</p> <ul style="list-style-type: none"> – Link indicated above
Synthesis	<p>Prepare a word file in which to indicate:</p> <ul style="list-style-type: none"> – what are the necessary activities or documents to be prepared for the privacy adjustment? – what are the possible but unnecessary activities or documents that should be prepared for greater protection.
Reflections	Reflections on the activities and documents to be prepared.

Other notes	
3. Act	
Solution Prototypes	Possible solutions. Let's read the solutions of some learners.
Solution	Let's definitively establish which activities and documents must be prepared for the privacy adjustment of Wee Ltd.
Implementation plan	<ul style="list-style-type: none"> – How to proceed to prepare the privacy adjustment? – How long do we need? – What could be a fair and adequate compensation to ask the customer?
Evaluate	Evaluating the simulation carried out, what would you do differently next time in terms of activities and documentation to be provided for the privacy adjustment, timing and fees?
Other notes	
4. Reflection and documentation	
Case notes	Reflections on how this case could best be developed in the future.