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**Title:** Uncontrollable: Data subject rights and the data-driven economy

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1. Due to datafication and technological developments, individuals are inevitably losing control over their personal data (this thesis).

2. Data subject rights represent a set of data protection provisions that are directly linked to the concept of individual control (this thesis).

3. There is a gap between data subject rights when understood as law in the books and when applied in practice (this thesis).

4. Data subject rights could be made more effective if the overlaps between data protection and other legal areas such as consumer protection and competition law were leveraged on (this thesis).

5. Generally speaking, the GDPR importantly contributes to enhanced protection of personal data.

6. The GDPR sets worldwide standards of personal data protection.

7. Data protection law benefits from joint input of both lawyers and technologists.

8. It is critical that EU data protection law (GDPR) is interpreted through the lens of the EU Charter provisions.

9. Data protection lawyer is a profession of the future.