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## **Web privacy measurement in real-time bidding systems. A graph-based approach to RTB system classification**

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## Publications and presentations

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ORCID: <https://orcid.org/0000-0002-2203-6819>.

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## Curriculum Vitae

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Robbert J. van Eijk (1969, Rosmalen) completed secondary school (1988, Gymnasium- $\beta$ ) at the Sint-Janslyceum in 's-Hertogenbosch. He received an undergraduate degree in electrical engineering (1990) from Eindhoven University of Technology, a BSc in electrical engineering (1994) from Fontys University of Applied Sciences in Eindhoven, and a MSc in ICT and business (2011) from the Leiden Institute of Advanced Computer Science, Faculty of Science of Leiden University.

Robbert works as senior supervision officer at the Autoriteit Persoonsgegevens, the Dutch Data Protection Authority (DPA). He represented the Dutch DPA in (inter)national meetings and as technical expert in court. He also represented the Article 29 Data Protection Working Party in the multi-stakeholder negotiations of the World Wide Web Consortium (W3C) on Do Not Track.

He started his professional career in the automotive industry. As an onsite consultant he specialized in dealer-network planning using geographical information systems. Then, he founded Blaeu Business Intelligence, a company with a focus on office automation for small-sized enterprises. The company was acquired after he had been running it successfully for nine years.

He worked together with SBV Forensics, a company specialized in financial forensic investigation. Together they assisted the official receiver after the bankruptcy of KPNQwest. They also collaborated in preparation of a court case after the bankruptcy of Ceteco.

Recently, he served as an external supervisor of the concluding Master's thesis projects of Scheepers [2018] and Turcios Rodríguez [2018]. He is an invited expert in the W3C Tracking Protection Working Group and the W3C Privacy Interest Group. He also contributes to the Inria PrivaWEB project on web tracking, e-Privacy Regulation, and user protection.



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## Index

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NOTE: This index contains keywords representing concepts commonly used in Web Privacy Measurement (WPM) and Real-Time Bidding (RTB) technology. The keywords are listed alphabetically. In some cases they are extended to closely related (self-contained) key concepts.

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