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Power and dignity: the ends of online behavioral advertising in the European Union

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CURRICULUM VITAE

Aleksandre Zardiashvili (*alias* Lex Zard),¹⁴⁵⁷ was born in Tbilisi, Georgia, in 1992. In 2014, he graduated with a Bachelor of Laws (LL.B) from Caucasus University. After a short experiment with managing an e-commerce start-up in 2014-2015, he started working at the anti-money laundering supervision department of the National Bank of Georgia (NBG). Lex was responsible for off-site monitoring of financial institutions and their on-site inspections. In 2015-2017, Lex led highly consequential on-site inspections in large commercial banks. During this time, Lex became interested in digital transformation governance. In 2017 he joined Advanced Master's Program in *Law and Digital Technologies (LDT)* at Leiden University, where he graduated *cum laude*.

In 2018, Lex joined eLaw – *Center for Law and Digital Technologies* at Leiden University as a researcher and teacher focused on responsible artificial intelligence (AI). In 2019, Lex won the EURA Young Scholar Prize. In 2019, he started working on his Ph.D. research regarding online behavioral advertising (OBA), resulting in this thesis. In 2019-2022, Lex helped coordinate the Advanced Master's Program LDT, organized various events, and gave lectures in multiple courses. Lex coordinated a *Digital Technologies & Power* class within the *Responsible Innovation* minor program. In July 2023, Lex participated in the Oxford Internet Institute Summer Doctoral Program.

List of publications:

Lex Zard, *Five Years of Illegitimacy of Surveillance Advertising*, in *CRITICAL REFLECTIONS ON THE EU'S DATA PROTECTION REGIME: GDPR IN THE MACHINE* (Róisín Costello & Mark Leiser, eds.) (forthcoming 2024).

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Lex Zard & Alan M. Sears, *Targeted Advertising and Consumer Protection Law in the European Union*, *VAND. J. TRANSNAT'L L.* 56(3): 799-852 (2023).

¹⁴⁵⁷ Lex has previously published as Lexo Zardiashvili.

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