

# MARIA LORENA FLOREZ ROJAS

Assistant Professor Technology Law

## Personal details

### Name

MARIA LORENA FLOREZ ROJAS

### Email address

lorenaflorez18@gmail.com

### Phone number

+57-300-880-6287

### LinkedIn

linkedin.com/in/maria-lorena-florez-rojas

## Languages

Spanish 

English 

Italian 

German 

## Certificates

■ Introduction to Teaching in Higher Education (2018). European University Institute License CREDLY-15248429.

■ Shaping the Internet: History and future (2018) Internet Society.

■ Digital Services eDigServ (2017) Consumer Champion Europe.

■ Integrated design of courses and teaching strategies (2014) Los Andes University, CIFE

## Scholarships

- Scuola Superiore Sant'Anna (2015-2019)
- Scholarship holder Colfuturo (2014)
- Scholarship holder Ciro Angarita (2011-2013)

## Summary

Colombian lawyer, with educational background in Tilburg, Netherlands (Master's) and Pisa, Italy (PhD). Currently working as Professor of Law at Los Andes University, Colombia. I am fascinated by the newest technologies and the way they affect consumers and the market in general. As an innovative professor combining approaches in law and technology, I have created several inter-disciplinary classes from different departments.

## Education

Sep 2015 - Jan 2019

**PhD cum laude in Law**

[Scuola Superiore Sant'Anna, Pisa](#)

Perform research related to data protection, e-commerce and robotics. Dissertation: Geo-blocking as clashing of frames: a user restriction or enforcement legal tool? Supervisor: Giovanni Comandè.

Aug 2014 - Aug 2015

**LLM in Law and Technology**

[Tilburg University, Tilburg](#)

Thesis: Industry Self-Regulation models in disputes resolution of e-commerce B2C. Supervisor: Lokke Moerel.

Aug 2008 - Aug 2013

**LLB in Law**

[Los Andes University, Bogotá](#)

Thesis: The reversal of payment within the context of electronic commerce and its implications in the Colombian legal framework. (Written in Spanish). Supervisor: Nelson Remolina Angarita.

## Research interests

Internet law, artificial intelligence, cybersecurity, fintech and legaltech

## Teaching experience

**Law Faculty, undergraduate courses** : Securities, Law for non-lawyers, commercial law, legaltech, Law & Tech, Constitutional law.

**Law Faculty, postgraduate programs**: Contracts in the digital era and ethics of AI.

**Law Faculty, professional and life-long learning**: Data protection and accountability, legal innovation, cybersecurity and digital platforms.

**Engineering Faculty**: ethics of artificial intelligence, legal issues of digital technologies.

**Business Administration Faculty**: Legal issues of digital marketing.

**UC Chile**: Data protection course.

## Awards

- Top 10 of best evaluated professors at Los Andes University for Law & Tech course.
- Top 10 graduated LLB, 2013
- Research Fellow GECTI, 2012

## Research experience

**Research Assistant for Professors** : Pablo Arbeláez (Engineering), project: Ethics of AI. Dario Correal (Engineering), project: Blockchain and securities. Giovanni Comnadè, projects: R.I.G.H.T.S. and Health Data in the algorithmic society. Andrea Bertolini, project: civil liability of robotics. Nelson Remolina Angarita, project: Data protection and consumer law in Colombia. Marcela Castro, project: Update of book on commercial law.

**Computer skills:** Extensive knowledge of digital tools for teaching including, MIRO, Genially, Padlet, Quizizz, Mentimeter and Microsoft tools for teaching.

## Research in progress

Designing a Master program "Master of Law and Technology", started October 2021. Received funding from Los Andes University.

"Ethical and legal toolkit for AI projects", started January 2020. Received funding from the FAPA of Los Andes University.

Modify course "Securities in the digital era", started January 2020. Received funding from Los Andes University.

Course: "Ethics of Artificial Intelligence" within the Master program of AI, started August 2021. Received funding from COURSERA and Los Andes University.

## Professional and University services

Selection Committee EU Cyber Direct Conference and peer reviewer. 2022.

Peer review for International Journal of Law and Information Technology. 2021.

Peer review Externado University. 2021.

Design agile classroom for hybrid and online education. 2022.

Student counselor. 2019-present.

Legal Tech Venture Day Bogotá with IE Law School. 2022

Member of CinfonIA research group of AI in Los Andes University.

Director of GECTI study group in Los Andes University.

## Employment

**Jan 2019 - Present**

**Assistant Professor**

[Los Andes University, Bogotá](#)

Teaching different lectures at the Law Faculty such as: Securities, Law for non-lawyers, commercial law, legaltech, Law & Tech, Constitutional law and ethics for artificial intelligence. Also teaching in other departments cybersecurity law, legal issues for digital marketing, ethics of technology and data protection.

**Jan 2019 - Present**

**Director of the Group of Study Group on the Internet, Electronic Commerce and Telecommunications (GECTI)**

[Los Andes University, Bogotá](#)

Responsible for the academic management of the Study Group and ensuring the teaching and learning component of the programs are delivered to the highest standards. Courses: legaltech, data protection and accountability, legal innovation, digital platforms and cybersecurity.

<b>Oct 2015 - Jan 2019</b>	<b>PhD candidate</b> <a href="#">Scuola Superiore Sant'Anna, Pisa</a> Perform research related to data protection, e-commerce and robotics. Write academic papers as a member of LiderLab. Visiting researcher at the Max Planck Institute for Innovation and Competition Law.
<b>Jul 2013 - Jun 2014</b>	<b>Consulting lawyer</b> <a href="#">Several companies, Bogotá</a> Preparation and modification of privacy policies, contracts in electronic commerce and terms and conditions. Development of legal documents related to Internet Law, privacy policies and contracts in electronic commerce.
<b>Oct 2013 - Jan 2014</b>	<b>Junior Lawyer</b> <a href="#">Peña, González &amp; Abogados, Bogotá</a> Development of legal memoranda on financial consumer and e-commerce issues.
<b>Jan 2010 - Jun 2014</b>	<b>Coordinator of commercial law specialization program and study group GECTI</b> <a href="#">Los Andes University, Bogotá</a> Perform administrative activities such as Data Protection and E-commerce events in Colombia. Coordinate training courses for Higher Education and prepare external consultancies.

## Publications (Extract)

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Technology law and technologies for the law. (2022). Chapter V: Algorithmic determinism in Colombia: risks for user protection  
Coordinator and author  
Universidad de Los Andes, TEMIS

Facial recognition technologies in Colombia: Regulatory analysis in relation to data protection. (2022 forthcoming)

The impact of artificial intelligence tools: an analysis in the public sector in Colombia. Artificial Intelligence in Latin America and the Caribbean. (2020) Ethics, Governance and Policies. Buenos Aires. CETyS Universidad de San Andrés.

International Journal of Law and Information Technology (ijlit) (March 2018)  
Are online consumers protected from geo-blocking practices within the European Union?  
<https://doi.org/10.1093/ijlit/eay004>

Managing Risk in the Digital Society (July 2017)  
Legal uncertainty: proposed regulation on addressing geo-blocking.  
University of Cataluña & HUYGENS. ISBN 978-84-697-4474-1

Information & Communications Technology Law Review (ICT) (October 2016)  
Legal implications after Schrems Case: Are we trading fundamental rights?  
<http://dx.doi.org/10.1080/13600834.2016.1239564>

Journal of Law, Communications and New Technologies (October 2013)  
The reversal of payment within the context of electronic commerce and its practical implications in the Colombian legal system. (Written in Spanish)  
<http://dx.doi.org/10.15425/redecom.10.2013.03>

## Conferences (Extract)

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- CPDP EU. Side Event. Presentation: "An influenced decision making regarding consumer behavior: digital marketing and AI". FGV DIREITO RIO, MyData (2022).
- Conference Academic Days. Presentation: "Ethical and social artificial intelligence systems for latinamerican countries", Université Paris 1 Panthéon-Sorbonne IMODEV (2021).
- Conference Women in Data Science. Presentation: "Justice and privacy en AI", Bogotá (2020).
- CPDP Latam. Data governance & pandemic, Presentation: "Data- driven innovations: civil society and private sector responses". FGV DIREITO RIO, MyData (2020).
- Panel III. Smart contracts and artificial intelligence. Presentation: "Automation of operations: a risk of (dis)trust for the user" UNCITRAL (2019).
- Connected Life, presentation "Transparency based-approach to apply Internet content filtering and blocking systems", Oxford (2018).
- International Robotics Festival presentation "The controversial use of artificial intelligence tools in law enforcement", Pisa (2017).
- The 13th International Conference on Internet, Law and Politics, paper "Legal uncertainty: proposed regulation on addressing geo-blocking", University of Cataluña (2017).
- Conference of Fundamental Rights Protection in Europe, presentation "Legal implications after Schrems Case: Are we trading fundamental rights? ", University of Milan (2016).