finally, social media as a Masquerade Ball. Social media as a Town Square concerns its role as a place where important, urgent or entertaining information is shared by influential sources and the dynamics of competition for viewers' attention among content creators. Social media as a Beauty Pageant illuminates aspects of the presentation of self to others and users' joint roles as judges and participants. Social media as Parliament concerns its role as a public space where competing perspectives are communicated as part of continuous debates over salient topics. Finally, social media as a Masquerade Ball explores the partial or complete obscuration of users' true identities and the associated behavioural patterns.

Viktoriia Tsokota & Maxim Slobodyanyuk	## Using of mental health app for guided imagery

Lang's Bio-informational Theory of Emotional Imagery postulated that a mental imagery representation can evoke an emotional response (Lang, 1979, Ji, 2016). Negative mental imagery is a symptom of some mood disorders (Holmes & Mathews, 2010, Ji 2016). At the same time, the success of psychotherapy is associated with the reproduction of imagery vividness (Mota, 2015). The phenomenon of aphantasia affects approximately 2% of the population (Faw, 2009, Zeman, 2015) and lower success rates of treatment patients with less vivid imagery cause necessity of creating programs for psychotherapeutic work with imagery.

The integration of Internet-based technologies is becoming an effective and acceptable form of treatment delivery (Williams, 2013). Positive imagery-based cognitive bias modification (CBM) with the help of computer technologies within the framework of Internet cognitive behavioral therapy (iCBT) proves the effectiveness of the use of images (Holmes 2011, Williams, 2015, Rohrbacher, 2014).

Also, the main way to use guided imagery is audio text with videos or images in Mental Health Apps (MHapps) like Calm, Headspace, PTSD Coach, Happify, etc.

The program ""Five days of guided imagery"" was developed. It is the first stage of in the course of 25-day stress relief in MHapp. It consists of gradual transition from sensation of vision after luminous object to mental construction of complicated visual scenarios and development of various psychotherapeutic visual techniques.

Ana Francisca Monteiro, Maribel Miranda-Pinto, Carlos Silva, Joana Vieira & António J. Osório	## Using mobile apps to promote online safety: advice and support needs from a child and youth centred perspective

This paper presents first results from the Apps4eSafety project (apps4esafety.org), an ongoing study on the use of mobile applications to promote children and youth online safety. Two focus groups were conducted, involving youngsters up to 14 years old. Participants were invited to share their own perspectives on online safety and discuss the viability of using mobile apps to address their specific demands. Existing online safety applications were also submitted to an exploratory analysis. Data was collected through audio records and observational notes and submitted to content analysis. Results provide innovative and practical insights regarding support needs and motivations concerning online safety, from a child and youth centred perspective. Implications in terms of prevention and assistance are discussed. The Apps4eSafety project will: i) survey needs and motivations concerning online safety, from a children and youth centred perspective and ii) explore the potential of using apps to address these demands. This research builds on the awareness that: i) when involved in situations causing discomfort, doubt or distress, youngsters find it difficult to ask for guidance and help from adults, fearing reprimands and punishment; ii) from a child and youth centred perspective, that is, considering their own motivations, agendas and peer cultures, advice and support needs, in regard to these issues, remain fairly unknown.

Privacy and Personal Data – Room 133
chaired by **Jakub Míšek**

Xenofon Kontargyris	## The need for ICT Law to take the leap from ad-hoc rules to generic principles and regulations; a critique on the occasion of the GDPR

One of the defining characteristics of information technology law is its continuous struggle to keep up with fast-evolving technological standards, which determine the regulatory issues this discipline needs to address. So far, ICT regulators have, as a rule, adopted an ad-hoc approach with regard to the kind of laws they develop: regulatory instruments are generally based on or even biased by actual or foreseeable technical standards at the time of their conception and propose solutions to outstanding issues which are heavily affected by the current technical status quo.

This may have been enough until recently but, as technological evolution happens at an ever-accelerating pace, it tends to render ICT laws obsolete faster. This article aims to debate on the need for ICT laws to move from the ad-hoc to a more generic orientation and invest in becoming technology-aware instead of technology-specific in an effort to become more long-lasting.

As a case study, the article will focus on the forthcoming General Data Protection Regulation (GDPR), EU law's newest cornerstone piece of ICT legislation. Key provisions of the GDPR will be analyzed and it will be debated whether their projected longevity could be longer if they had been concluded paying attention to technically feasible aims instead of specific technical tools to achieve those aims.

Gizem Gültekin Varkonyi	## In what ways the Artificial Intelligence challenge the General Data Protection Regulation?

Current developments in the Artificial Intelligence(AI) technology brings lots of legal concerns related to data protection rights, since such technologies' source of life is the personal data. These concerns focus