

Property rights and monetisation of the personal data of platform workers



María Luz Rodríguez Fernández is Professor of Labour Law at the University of Castilla-La Mancha (España) and leads the research for the European project GDPowerR-Recovering workers data for the negotiate and monitor collective agreements in the platform economy. She has worked for the International Labour Organisation as a Senior Specialist in Labour Market Institutions and has prepared the global report 'Decent work in the platform economy' for this organisation. She is the author of over 200 publications, the latest of which is her book *Labour Law and Decent Work in the Platform Economy* (Routledge 2025). She is considered one of the leading experts in research on the impact of technology on work and social protection, particularly in relation to workers' digital rights and work in the platform economy.