

Bio Gry Hasselbalch

Gry Hasselbalch is an author of several impactful books, a prominent tech critic and scholar working on data/AI ethics, human rights and politics. Through two decades, she has participated in global discussions on internet governance, digitalisation, AI and data in various positions with contributions in policy, academia, and public speaking. In her work she advocates a humanistic approach to AI and data, highlighting the critical role of humanity in navigating the challenges posed by these technologies.

EU/INTERNATIONAL ARTIFICIAL INTELLIGENCE AND DATA POLITICS

Hasselbalch was a member of the EU's High-Level Expert Group on AI (2018-2020) which developed the EU's AI ethics guidelines that were transferred into the EU's momentous AI Act. She was then the Senior Key Expert for the [EU's International Outreach for a Human-Centric Approach to Artificial Intelligence initiative \(InTouchAI.eu\)](#) for three years overseeing the research and evidence activities and supporting the European Commission in engaging with international partners on AI diplomacy. Here she was, among others, a member of the working group of EU and US representatives that developed the [EU-US Technology & Trade Council Joint Roadmap on Trustworthy AI and Risk Assessment](#) and [EU-U.S. Terminology and Taxonomy for Artificial Intelligence](#). InTouchAI.eu was concluded in July 2024.

ACADEMIA & BOOKS

She is co-founder of the think tank DataEthics.eu which has been active since 2015 in challenging the power of big tech companies. DataEthics.eu received the Libre Prize's Honorary Award in 2024 for "consistent and long-term efforts in the field of data ethics". As DataEthics.eu's Academic Director, she is leading the academic activities of the think tank including an affiliated distinguished scholars group and academic partnerships. With InTouchAI.eu she has been developing and leading the research and evidence base, among others supervising external senior scholars' study contributions. She was also the Principal Investigator of Bonn University's [Data Pollution and Power Initiative](#). Gry Hasselbalch has a PhD in data ethics and power from the University of Copenhagen.

She is the author of several books including [Human Power - Seven Traits for the Politics of the AI Machine Age](#) (2025, Taylor & Francis), [Data Pollution & Power - White Paper for a Global Sustainable Development Agenda](#) (Sustainable AI Lab, Bonn, 2022), [Data Ethics of Power – A Human Approach in the Big Data and AI Era](#) (Edward Elgar, 2021), and [Data Ethics - The New Competitive Advantage](#) (Publishare, 2016).

TALKS

She is regularly invited as a keynote speaker, lecturer or panellist on topics related to her expertise. This has included global policy events, such as COP27, Paris Peace Forum, World Expo and in the contexts of key actors, such as The German Marshall

Fund, The World Economic Forum and the OECD as well as national governments and the European Parliament.

ADVISORY GROUPS

Hasselbalch was a key member of the Nordic Ethical AI Expert Group established in 2023 by [Nordic Innovation](#), an organisation under the [The Nordic Council of Ministers and The Nordic Council](#) to develop a common vision and roadmap for ethical AI in the Nordic region. She was furthermore member of the Danish government's first data ethics expert committee, which recommended the establishment of a Data Ethics Council, a Data Ethics Seal for companies and that data ethics become part of large companies' annual management report by law. These recommendations were all implemented in Denmark. She was for years a member of several working groups of [IEEE Ethically Aligned Design Initiative on Autonomous Systems](#), e.g. as Vice Chair of P7006 on Personal AI Assistants. She is currently member of [Bayer's Bioethics Council on Human Health](#) focusing specifically on AI, Center for AI and Digital Policy's Global Academic Network, the Orbis project's advisory board and the International AI Governance Association's Advisory Board.

YOUTH PROTECTION AND EMPOWERMENT

Before her current roles, she spent a decade driving the Danish Media Council's national awareness center on youth online protection, education and empowerment in Insafe established for the [EU's strategy for a Better Internet for Kids](#), where she among others contributed to discussions at UN Internet Governance For a (IGFs) and founded the Global Privacy as Innovation Network.

HUMANISM IN THE AI MACHINE AGE

Gry Hasselbalch advocates the humanistic approach to AI and data. While there is a tendency to over-rely on technological solutions, human power stands out as unpredictable, disorderly, and self-reflective, offering the ability to adapt, challenge authority, and create new possibilities. By better understanding the specific characteristics of humanity, we can unlock its potential to offer new solutions to real-world social problems.