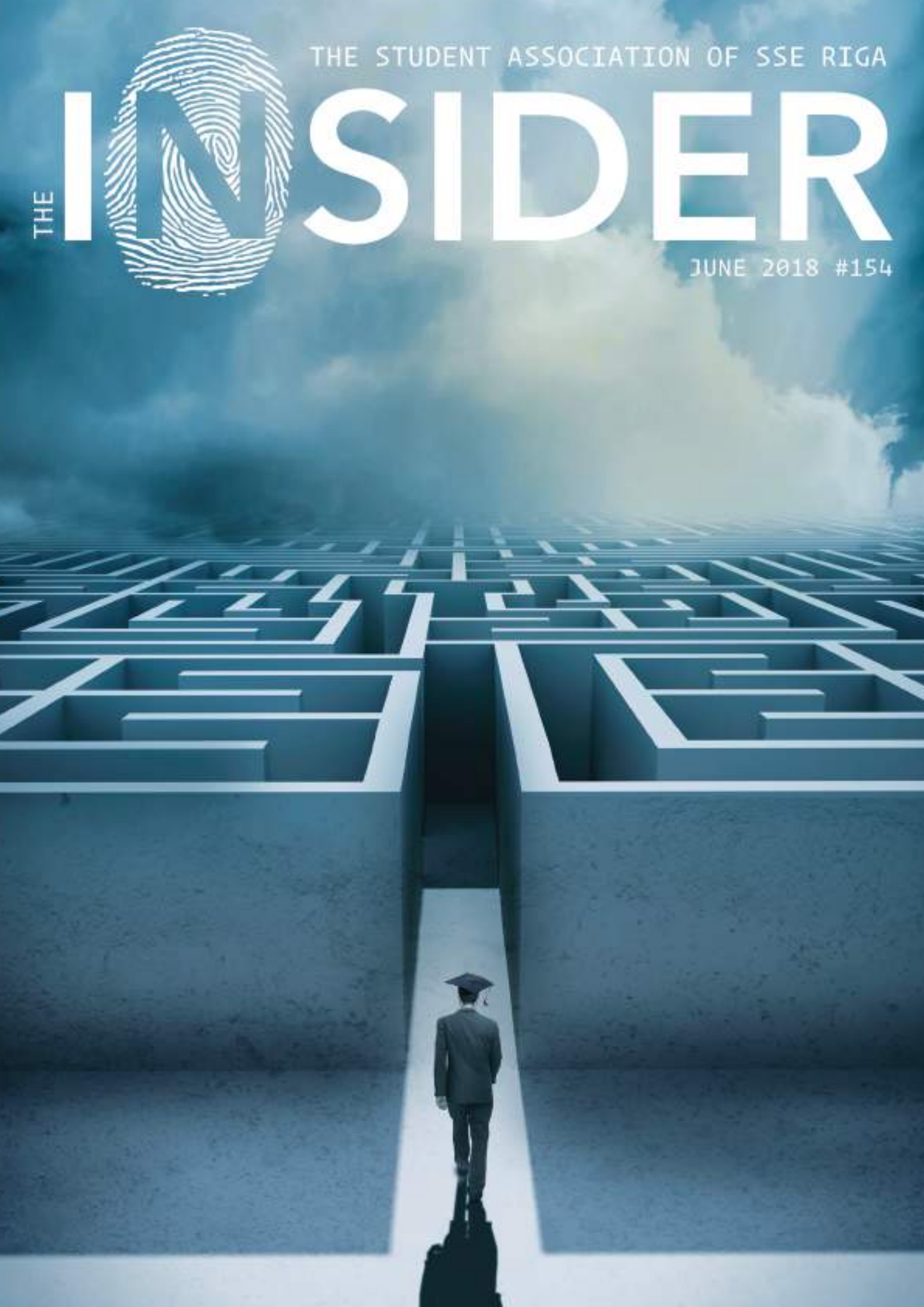


THE STUDENT ASSOCIATION OF SSE RIGA

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Dear readers,

Another academic year has come to an end, and with that another small (or for some a bigger) part of life has ended. Y3s do not have to worry about university life anymore, Y2s can now proudly say that there's only exchange and Bachelor thesis left for their studies while Y1s can't wait for the next NCC to prove new Y1s that they have grown up a bit as well.

There is something special about being a university student - the endless number of parties and all-nighters for writing reports somehow have the power to make you grow as a person. From the interviews with alumni lecturers you can find out how they have grown and wish to have done during their university years - maybe there is something you can still manage to do in the Graduation party.

At the same time, a student entrepreneur and the Business committee chairperson has shared his secret recipes for amazing summer cocktails to make you excel among your friends in summer parties. On the other hand, while you're going on a roadtrip with your favorite course mates (because you love each other too much to forget about them for the whole summer), our summer playlist will help to create the mood. And in case you are spending summer in Latvia for the very first time and you are a little bit confused about the whole Jāņi celebration, we've got you covered as well.

The Insider also is wishing to gain some sleep and vacation in the summer, and we have to say that this issue is the last one for this academic year. We know that you all are going to miss us, but don't worry, because we will meet again in the autumn, and we will know everything that you did last (or in this case: this) summer. If you lack some ideas what to do when the internship has given you a day-off, look at your own summer bucket list to find some creative ideas that will make this summer unforgettable.

So don't forget that good times rhyme with tan lines and always stay a true SSE Rigan!

Forever yours,
The Insider



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Merging South and North Korea

The USA's The Donald may (or may not) meet North Korea's Rocket Man. But what would happen if the two Koreas one day were to merge, The Insider asks?!

One example of such a merger took place in 1990. After the fall of the Berlin Wall on 9 November 1989, the two Germanies merged less than a year later – although it is more correct to say that the Federal Republic of Germany (West Germany) took over the German Democratic Republic (East Germany). Massive government spending from the west flowed to the east to upgrade all parts of that economy: Roads, universities and Coca Cola. Watch the movie “Goodbye Lenin” if you would have laid-back but also nostalgic look at that period. East Germany was possibly Eastern Europe’s richest economy in 1989 but still quite far behind West Germany and even today the eastern part is poorer than the western part, has higher unemployment and votes

somewhat differently. 44 years of separation are not easily remedied. North and South Korea are much more different – the south is far richer than the north, which is possibly also the most isolated country in the world with little access for ordinary people to information about what the world looks like outside the Hermit Kingdom, as it is often called.

Merging these two countries would be difficult on a far grander scale and would require tonnes of money, not just from South Korea but also from the USA and China. Reunification would be a seismic shock for many in the north.

Other examples? North and South Vietnam merged after the fall of Saigon in 1975 – here the communists took over. I have one personal example of someone from the south who adapted well to this: When meeting him in Saigon, he said: “You know, we are supposed to be communists here but I don’t mind, as long as it is not bad for business”. So speaks a true capitalist who is capable of transformation!

Alumni Lecturers

The Insider decided to catch up with our Alumni Lecturers and ask them about their good old days at SSE Riga. Here's what **Inga Gleizdāne**, **Yuri Romanenkov**, **Andris Strazds**, **Rihards Garančs**, and **Marius Raugalas** had to say about their biggest fears, lost opportunities, and fondest memories from their university years.

What is the one thing you really wish you had done during your university years?



Inga: The main thing I wish I would have done is - going to exchange. I thought I will study abroad later but got an excellent job opportunities locally, then family and thus have not enjoyed this experience.

Yuri: It may be a bit trivial, but I wish I had done more foreign languages, it is something that stays with you a long time and it is very valuable. But on a more conceptual front, I

wish I had built more of a relationship with faculty members who really transformed my thinking. It is an important source of mentoring.

Andris: I really think that I did everything that I wanted to do and could do, given the time and means that I had then.

Rihards: There are a lot of things that I would have liked to do. I think one of them would be more networking. I did quite a lot, but still I think that networking would really be the key activity that every student should do in here. Getting to know not only your own coursemates, but also people on the outside, both older and younger than you, and also being able to use those networks later in life. The second thing would

be being more prepared for the job market because I think that, while SSER was a good experience, you can really prepare much better for the job market. First of all, being able to have a top-notch CV, being able to do some considerable, substantial projects that you can leverage when you first enter the job market makes things less difficult. Especially when you have no experience, you have no credentials, no reputation, it's quite difficult to land a good job in the very beginning.

Marius: I really wish I would have been more involved with the school's debate society. The opportunities that it offers to develop your skills and to participate in international competitions is amazing.

Was there anything you didn't finish that you now regret?

Inga: Maybe joining and participating in the Debate Club. During high school I managed to win a Debate Championship in Latvia and participate in the World Championship, thus thought I have learned enough. But as we know - learning can rarely be finished and too much :)

Yuri: Not specifically, but it could be not putting enough time into honing my foreign language skills as in the previous question, but generally not. But overall, in terms of putting effort into studies or projects, I wish I were more open minded, specifically in the case of preconceptions about some courses being more important than others. I wish I had given every course an opportunity to engage me, without already viewing it as secondary in some way even before it has really started, I think that I might have missed out on some things because of that.



Andris: No.

Rihards: I was one of those who actually did most of the electives, I think I was the record holder of how many electives I had taken, around twenty-something. I remember my grade transcript had one full page of all the core courses, and they had to print out a second page for all my electives. And that's something that I do not regret because it helped my lateral thinking, because I took courses on energy, climate, mathematical logic, even physics, and it's something that allows your brain to

look not just inside economics and business, but also outside of it. That really helps and it's something that not that many people do, but this is something that is so crucial, especially if you're just starting to be in the business, you really understand how important it is to be on and outside the business as well. I think what allowed me to achieve this is just my curiosity. I'm a curious person by design, hard-wired to being curious.

Marius: As SA President, I really wanted to launch the first ever Newcomers Camp as we did not have one at the time (only smaller local ones for Lithuanians or Estonians). In the end we had to leave it for the next SA Board to implement, but I was very glad to see that it became an established tradition since then.

What was your biggest fear? In hindsight, was it justified?

Inga: Maybe that I would not do a job that I truly like. With my first company after the graduation, consulting company Fontes, I continued to work with for more than 10 years and truly enjoyed the experience. Sure, there were roles, responsibilities, workloads and market cycles that I enjoyed less, but it's part of any job and overall the jobs I do mainly are a true "flow" for me.



Yuri: My biggest fear would have been not landing a good job after studies. I had my own view of success and I felt it was important for me to be successful in the way I saw it. But it's important not to judge other people on your own scale of

success, they may have different strengths, but that can be equally valuable to them.

Andris: When I was completing my master's studies in Stockholm I had a writer's block and feared I would not be able to complete my master's thesis on time. I had done the empirical research, but I was struggling to write everything down in a coherent way. That lasted for weeks if not a month or even a bit more. At one point I started to fear I would not be able to complete my studies altogether, seriously. However, with the help of my supervisors and my father (he has a PhD and thus knows a lot about that kind of things) I pulled myself together and in the end it worked out quite well. I even got a pass with merit for my thesis, which I was very proud of, given how I had been struggling with it.

Rihards: FE, I think. Either FE or not graduating in time, I think those were my 2 biggest fears. With FE it was because of all the rumours

surrounding the course, but I think that for me, from the very first day, I knew that there must be a trick how to pass it and I was able to unlock it, I really knew what worked for me very well in terms of how to get those points to pass, and I passed the first time. The idea was that you cannot finish the whole exam in 3 hours, it's impossible, and what I realised is that you have to understand the time vs the points which you can get during that time, so you have to be selective about the tasks you want to tackle. I think the fear was not justified. Of course, you need to study more than usual, but I've seen a lot of people crack under the stress, and you just need not to allow the stress to overwhelm you during FE.

Marius: Facing Financial Economics course with the dedication it requires was quite scary, and for a good reason! I only passed with the third attempt (re-taking the course in Y3), whilst trying to progress my Bachelor thesis at the same time.

Are there any decisions you wish you had made differently?

Inga: Some personal life decisions. But then again - student years are for enjoying life and making mistakes as well, right? :)

Yuri: Not really, because there is no telling how life would have turned out had I chosen differently, there is no comparison, no correct life for reference. Overall, I don't feel there is something that I would have wanted to do completely differently, we all learn and grow.

Andris: It was not really about a conscious decision, but I would now say ... don't fall in love with a coursemate, it almost always ends badly. There are very few lucky exceptions (I personally know just a single one), but to me they just confirm the rule.

Rihards: Of course I would say

studying more, but I think I should have done more on the practical side and get involved in more projects. There are so many opportunities that people can take here and when I was studying here I did not realise that this could have such a profound impact. Especially now you have groups like 180 Degrees Consulting and the Investment Fund, you have access to such good books and great readings, and I think you should definitely use that. I think for me at SSER the access to the library was more beneficial than the lectures that I have been to because through that access to the library you can get some really good books that can truly change the way you think about certain things.

Marius: It's not a big regret, but in

hindsight I spent way too much time playing poker with other students in Y2, instead of focusing on my studies or other more useful activities like sports. Nevertheless, it was good fun, I still graduated on time and did not go bankrupt either (I might have even been in profit). I stopped playing poker shortly after coming to London.



Were there any opportunities you wish you had taken?

Inga: Exchange, as I have mentioned before.

Yuri: Generally, I feel that I did what I could, if I couldn't take an opportunity then it was justified.

Andris: See answers to questions 1 and 2 above.

Rihards: I think I could have gotten more involved with startups and just explore them more or through networking maybe even create something of my own in that sense, but maybe at that time I didn't have the knowledge and the experience, whereas now I could approach them with a more mature mind. But

startups were not that big at the time, at least not to the degree they are now, they were just starting to come up at the time I started working. That would be my suggestion: get more involved in startups and projects that can land you good opportunities and provide you with great experience because one thing is the studies, but when there are 120 of you who graduate with the same diploma you need to stand out in some way and I think experience will be the thing that will allow you to stand out. Don't think that just because you come from SSER you're

going to have the upper hand in the job market, it's not the case. The job market evaluates you based on your experience and personality.



Were there any opportunities you wish you had taken?

Inga: Of course - Morten :)

Yuri: At SSE Riga, it would definitely have to be Ed Dolan. He was a very compelling speaker and had really deep knowledge of Economics and could teach it well. Actually, I even mentioned him in my Yearbook. At the time though, I do wish I had talked to him more and I wish we had a friendlier relationship.

Andris: In graduate school I had two - my strategy professor Kjell Nordström and my economic ge-

ography professor Örjan Sjöberg. I also selected both of them as supervisors of my master's thesis and they helped me a great deal. I still occasionally meet both of them - Kjell recently made a presentation at the EBIT conference in Riga while Örjan has been teaching at SSE Riga and has been bringing groups of master's students from Stockholm on trips to Riga and on visits to Latvijas Banka where I am working now.

Rihards: There are a couple of them, I think I cannot choose only one. Well, one of them is Talis, then of course Morten. I remember Daniels Pavluts from Negotiation and Dispute Resolution and I also loved our accounting professor, he was super-funny, but he's not teaching here anymore. I still remember some of their jokes and they are the ones that come to mind immediately when I think of SSER.

Marius: Definitely Morten!



Associates of the Month



Iuliana Tornea



Gabriela Uncu



Dans Rozentāls



Ēriks Lapiņš



Līva Toka



Eva Linda Poiša



Pauls Raimonds Sīlis



Fricis Roderts



Ernests Pulks



Jānis Reinis Beikmanis



Justs Patmalnieks



Patriks Simsons

A Professional's Guide Around the Bars of Old Riga

Our Business Committee Chairperson **Emīls Pauls Eglītis** is not only an amazing fundraiser, who, with the help of his great associates, can foodraise all types of snacks, but also a real businessman. His webpage **Bars in Riga**, which offers a guide and descriptions around the best bars in Riga, is also known by many SSE Riga students. As the summer season is here already, we decided to talk to him about Riga nightlife, his adventures, and potential business ideas.

How did you come up with the idea of Bars in Riga?

It all started with a trip to Berlin. I went there and tried to find some qualitative bars, but I couldn't find any coherent information, which bars are good and bad. I would also like to visit several bars, but most articles just praised only one bar, but there were no lists such as Check out those 10 bars while you're here, there was no specific plan with ideas what to do. So, I basically decided to create a map which leads the tourists through the bars of Old Riga, so that they can experience everything that one night in Riga can offer. The idea was also born after watching the movie *The World's End*, because it had a golden road of bars. Then I decided that I would also need to create a table of happy hours in many bars, because people were usually calling me in the night to ask about happy hours. And, to have more credibility to the source, I decided to include also some descriptions of the bars, which, when looking back now, seems a bit unnecessary. I think they should have been shorter or maybe I should have tried to say fewer nice things about the bars.

How did you know which bars could be interesting for the tourists?

I explored in which bars the biggest



number of tourists could be seen and where they were the most satisfied with the drinks and the bar itself. Surprisingly, usually it's not Ala, where many tourists spend their nights, they are looking for something less tourist'y, something more alternative. Of course, Ala is something that can be found only in Latvia, but, on the other hand, it's too full of tourists. There are foreigners who want to see something else as well.

So which bars turned out to be the most popular among tourists?

The Armoury Bar. It is relatively new, and many tourists can usually be seen there. Trompete is also a popular one. Those are the first ones to pop into my head.

And which is your favorite bar?

It's changing all the time, but right now I have three that I really like and would recommend. KKC (Kaņepes Kultūras Centrs), because there you can find both the dance floor and a calm place to sit and talk to your friends. It is a popular place not only among SSE Riga students, but also among some lecturers of the school. Also, Trompete is a good one. It is quite pricey, but the prices are adequate for the quality, I'd say that the correlation between the prices and the quality is the best one in Riga. And the third one would be Aptieka, because it is the only place in Riga which offers concerts for free every weekend, the prices and the atmosphere of the street is also very nice.

Were you the under-age person that goes to Old Riga with

the documents of your legally-aged friend or you simply looked over 18?

When me and my friends weren't yet at least 18 years old, we used one simple technique when going to Old Riga. It worked really well. We pretended to be tourists, spoke English, and no one ever asked us any documents. The best memories also come from Tequila Boom, where you could buy 11 shots for 9 euros.

What is the most important characteristic that you're looking for when you're choosing a bar?

It depends on the goal of the night. If you want to drink beer, it's important to have a terrace, especially in summer, or in winter that it's not too loud inside. If you want to drink and party a lot, you want to have low prices, but decent quality.

Are you planning to expand your enterprise of Bars in Riga? Maybe add some nightclubs or restaurants to the list...

We lack nightclubs here in Riga, and I'm really sad about it. Especially after going on a trip to Germany, I understood that nightclubs create a really important part of the nightlife, hands down. I don't consider Coyote Fly or Just a nightclub, only One One might be considered a nightclub. However, this summer I would prefer to finish the webpage so that it would have all of the bars in Riga, to improve it. To expand to restaurants and food places... definitely not going to happen. It's already done by another student of this school, Artūrs Ševšeļevs, and I really don't need to turn to this category, I'm not that much into food.

Maybe you could make it more interactive, so that the people could rate the bars by themselves as well.

I've thought about it, but TripAdvisor is being used for such reviews. So I want Bars in Riga to remain with all of the description, although they might be subjective, because it's mostly just my opinion. But I would like to write the lists of many types of bars, for example, five bars to visit on Monday, top five bars for

bachelorette parties, bars for sports fans, the best places for concerts, etc. The lists would help both foreigners and Latvians to have a more valid choice.

If the page has only your own opinions, could you say it's your own blog?

Yes, I might be a blogger who writes about the nightlife in Riga.

Maybe you should become an influencer.

Yes, I would love that! I could be an alcohol influencer, I don't know, or a party influencer. If I could earn money with partying, it would be a life goal. If it's not, well, I don't know what a life goal is then.

You have also interviews on the webpage with owners of the bars.

I've had only two interviews so far, because SSER started and stole all of my free time, but both interviews were quite successful, because I found something new. I wanted

If I could earn money with partying, it would be a life goal. If it's not, well, I don't know what a life goal is then.

to understand what people think when they open a bar. Previously I also tried to create a list of concerts, where and when they take place, but it took a lot of time, so it's not happening anymore.

Do you plan to open your own bar in the future?

Yes, definitely. But I would need a lot of resources for that, and it would possibly be something completely new for Riga. As I said, we're lacking nightclubs with techno or electronic music, we need something more underground. Yes, we have the festival Under, which is for such music, but we lack places where such music is played every day; therefore, I think that nightclubs with underground music is what Riga needs right now.

Do you have some special recipes for drinks that you could recommend to others to try in summer?

For summer I think the best option is the very popular Aperol Spritz,

but, to make it different, I advise to add 20 ml of cherry syrup. It is an interesting twist to the usual cocktail and might be appropriate for the summer season. But the best drink of all of them is Irsītis (a hornet in a cute way), which is a really easy recipe. You should not prepare it earlier than at 3 a.m. though. Then you understand that you are running out of alcohol, so you mix all of the drinks you're left with and maybe add some juice.

Doesn't it give you harsh hangovers in the morning?

You can try it out yourself, and then you'll see. Theoretically, if you drink a reasonable amount, it should be fine.

What's the best hangover food?

There are many foods that you want to prepare the next morning, but there's never enough strength to do that. So usually it is a can of cold Coca Cola and a packet of cured squids.

Are you the one who chooses the drink recipes for the school parties?

No, I'm not, at least not now. But I hope that will change, because I believe I am quite competent in this question to decide on the content of at least one drink.

What's your plan for the Graduation party?

I know that it should end with waking up outside SSE Riga, on the street. That would be a nice goal to have. But what to do beforehand? This is a really complicated question! Okay, so, I want to find a mind-blowing outfit, that would be the first thing. I will be even prettier than in Takeover party, I promise. Then I would like to get free drinks for the whole Business Committee, that way I could taste all cocktails that are available in the bar. Yes, and then in the end I would like to wake up under starry skies in the center of Riga... with a policeman dabbing on my shoulder.

What You Need to Know About Your Personal Online Data

Author: Susan Wintermuth

You could be forgiven for confusing the new European General Data Protection Regulation (GDPA), the Cambridge Analytica scandal, and the “right to be forgotten”. They are related. Let us look at them one by one.

First topic, the Cambridge Analytical “scandal” was not really a scandal, since there was nothing illegal about its basic operation. The facts, however, were scandalous: you do not own your personal data and it can be used to target and influence you in ways about which you are unaware.

Facebook is the face of the scandal, but not alone. However, let us use Facebook to describe what took place, and what is still taking place by others. When you “like” something, such as a political post, when you buy a book, perhaps about history, when you tag a friend who happens to belong to a conservative political – or even religious – organization, these “data points”, among 98 in total, belong to Facebook. It then aggregates these data points and employs logarithms to create a profile about you: sometimes inaccurate, but more often on point. For example, where you live, how old you are, your affiliations, your mother’s birthday, whether you own property, whether you are single, gay, married, your ethnicity, and so on.

This profile is used for targeted advertising, both commercial and political. Since Facebook is free, this is understandable: its revenue comes from advertising and, as the saying goes, “If the product is free, you are the product”. The commercial use is probably harmless, despite the fact you continually see ads about something you have already purchased. But, the political aspects are pernicious, as revealed by the Cambridge Analytica scandal.

A good example was during the Brexit campaign. If you were a British voter and your profile revealed you are likely insecure and suspicious of others, research predicted you would have a fear of foreigners and, thus, you were targeted with news and political ads about the future influx of foreigners were the referendum to result in a win for “Remain”. Ergo, you were motivated to actually vote, and vote “out”.

How are these data points gathered to feed into algorithms? You give it to them, along with information on your “friends” on Facebook, (although this one aspect concerning friends changed in 2015). You agreed to it

when you registered for a Facebook account. You probably do not remember this, even if you did happen to read the legalese before clicking “agreed”.

So, what happened with Cambridge Analytica? A Cambridge professor, Dr. Aleksandr Kogan (through his company Strategic Communications Laboratories, or SCL) developed an application that he posted on Facebook. Facebook makes its platform available to third-party developers in order to expand its reach. The agreement between Facebook and Kogan is in dispute. Facebook’s basic agreement with third-party developers states they may not use the information gathered for commercial purposes. Kogan has said that when he returned the agreement, he altered it to allow him to share it with yet additional third-parties, and Facebook did not object. He shared it with Cambridge Analytica. Kogan’s application was called “Thisismydigitallife”. Approximately only 270,000 Facebook users downloaded the app and took the “digital life” test. In taking the test, they agreed to provide Kogan with access to all their digital information and that of their friends on Facebook. All told, based on only 270,000 users who downloaded the app, Kogan was able to gather data points on 87,000,000 persons! Whether he later gave, or sold, this data to Cambridge Analytica is in dispute. But regardless, Cambridge Analytica then created (through yet a third Canadian company) the logarithms that compiled political profiles. Both the Trump and the Pro-Brexit campaigns used Cambridge Analytica’s services to target voters with political information tailored to fit their profile.

This came to light when one of the principle employees of Cambridge Analytica, Christopher Wylie, realized the effect of its tools. He cited before the British Parliament specifically the Trump election and Brexit vote as events he believed were substantially influenced by Cambridge Analytica’s tools and, thus, wrongly so. When he went public with the formation, it created a sensation. Facebook protested that the use violated its agreement, but there is evidence Facebook was informed about the misuse of its information years earlier, but did nothing until it became public. In fact, Facebook is on record as saying that its political advertising was “big money”.

Again, Facebook is not alone; it is but an example that has come to light. Just recently, May 15, Australia’s competition watchdog announced an investigation of Google. The allegation is, among others, that it tracked detailed location information on Android users, includ-

ing floor levels, even when the phone had no SIM card, and transmitted it once a month to Google. Google was even able, the allegation goes, to charge customers for this data transmission. Google's response was, predictably, that the tracking was done with permission.

Both of these companies, and all others that harvest data points and then compile profiles, will say that it is with your permission, which technically perhaps it is. The problem is that the "agreement" is written in technical language, difficult to understand, and most likely written to bury the terms concerning privacy. And, indeed, it worked for many years. Cambridge Analytical changed that. There is now more awareness of the pervasiveness of data collection. The EU in that regard was ahead of the game.



So, secondly, let us turn to the EU's new GDPR. Technically, it is "Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) (Text with EEA relevance)." It was passed in 2016 but gave businesses until May 25, 2018 to comply. It replaced Directive 95/46/EC of the European Parliament and of the Council of 24 October 1995. In the EU, this is a sea change. Since the internet knows no boundaries, it may well be a world-wide change. Other states may adopt similar legislation and in time we may see a Convention, thus making for more uniformity.

The most significant changes are the "privacy by design" underlying policy and the fact that your data is now your personal property in the EU. There is a requirement for more open and intelligible disclosure when a site is asking you for your information, easier access to the information being held, the ability to correct or delete it, and easier directions for revoking permission to gather your personal data.

It also imposes substantial penalties on entities that violate it. The previous Directive arguably applied to companies within the EU processing personal data. This was a large loop-hole, since companies such as Facebook and Google are outside the EU. The GDPR makes clear that it applies to all data processed about data subjects residing in the EU, regardless of where the data processing company resides or the data processing is taking place. Companies can be fined for a breach of the GDPR up to 4% of annual global turnover, or 20 million euros, whichever is greater.

The GDPR policy of "privacy by design" makes it a requirement to design applications and systems with more of an "opt in" rather than "opt out" approach with regard to sharing of personal information. Some requirements for Data Protection Officers have been streamlined, but notification of data breaches is strict-

er. There must be a notification to customers and controllers "without due delay" after first becoming aware of a breach that may "result in a risk for the rights and freedoms of individuals".

You have probably already noticed the effect of the GDPR. Companies have been sending notices of their privacy policies and seeking explicit permission for access. You would do well to read everything carefully. Moving to the third topic, the "right to be forgotten" has two distinct aspects. One relates to the GDPR and one relates to the Court of Justice of the European Union. The GDPR has a clause that can be termed the "right to be forgotten" or "right to data erasure". This relates to the data you have provided by agreeing to the terms of various applications and other sites you visit. It has nothing to do with "news" about you that may be linked on an aggregator, such as Google or Bing or Chrome or Yahoo.

The Court of Justice of the European Union is a separate matter. The case where it all started, and which gave it the name "right to be forgotten", is the 2014 case of *Google v. Mario Costeja Gonzalez*. Some of Mr. Costeja's assets had been seized by the State (Spain) and auctioned to pay debts. The auction was publicized in a local paper, in order to gain best prices at auction. It was the link to this local 1998 newspaper article that was still showing when someone googled his name to which Mr. Costeja objected. He was not asking for the court documents or the local paper to remove the information from its records, only the Google link to the newspaper article. One could still go to the courthouse, or the newspaper, to find the information.

The court basically held that at some point in time the purpose of the information is no longer sufficiently relevant and, therefore, the person has a right to have it removed, or "to be forgotten" as it is now likened. The key word is "relevant". In a subsequent case, the UK High Court ruled against an individual whom Google had refused to "forget", finding that he had attempted to mislead the public and, thus, the information was still relevant.



To summarize, the EU's GDPR is now in effect (as of May 25, 2018). Nonetheless, everything you do online is tracked, aggregated, and used to generate income for someone. The problem is the profile of you that the companies compile and the way in which they use it or sell it. The further problem is that this information is then linked to other, often public, information that now reveals where you live, how old you are, your income level, and many other data points you probably do not want known. Information slanted to meet your profile then shows up in your feeds. Be careful. Read critically and widely. Importantly, check your settings with every application and stop clicking "agree" without reading the agreement.

Study Smart, Not Hard



*Eugen Papuha, FE Top-Scorer
Photo: Gabriela Uncu*

How were you managing your time during FE?

Apparently, this year's motto was "efficiency is key to passing FE". And I totally agree. I think optimizing your time and making sure you do not find yourself being unproductive is important. There is only so much time in the 2 months of FE, and you can afford to waste very little of it. The key is studying every day. Even if you have a lecture, a seminar, and a colloquium on Monday, you have to find the time to prepare for Tuesday's seminar and colloquium, or to revise Monday's lecture. Finding that extra time is not easy, it requires sacrifice. During FE, I gave up on some of my leisure activities. I had to stop studying a foreign language, dedicated significantly less time to media consumption (never stopped watching football though), and didn't exercise much. One key thing I did and recommend you do if you find yourself scrolling your Facebook feed for hours is cutting down on social media. I deleted the Facebook app on my phone and

TL;DR: don't waste time on things unrelated to FE; sleep well; study smart.

didn't go online for two months. Another important thing is having a sleep schedule. I made sure to go to bed at the same time every night, in order to get enough sleep and feel rested the next day. I feel like getting enough sleep is very important, as I for one am very unproductive the day following a night of anything less than 8 slept hours. This is another important aspect of managing to study everything for the exam. I think it is better to study smart rather than hard. It makes more sense to do half an hour of quality studying than waste 2 hours trying to stuff something into a sleepy brain.

What advice do you have for the next Y2 students when preparing for FE?

Read the readings before the course starts. Of course, you won't be able to understand most of them, so here it would make sense to ask older students for guidance. There is a

In my opinion, the readings are what makes the difference between good and bad exams.

list of "easy" readings that you can supposedly understand before the course, however I didn't find it very useful. I used it and tried to read the "easy" ones beforehand, but many of them made no sense. Some of the "hard" readings however, I found much easier to understand, so here I have some doubts about some of the pre-course reading recommendations. I would recommend approaching your friends from Year 3 and asking them for their own recommended pre-course readings.

Anything particular that the next FE Top Score should know?

Again, read the readings. The readings are a very important part of the exam, they account for more than a third of the grade, yet few seem to really focus on them. People worry too much about options or corporate finance, and they forget to brush up on the readings. In my opinion, the readings are what makes the difference between good and bad exams. There are many people who can solve all the exercises well, but few of them dedicate enough time to read, and that can become the deciding factor.

"Don't say you'll do stuff, do stuff". Now that you did, can we

at least know if top scoring FE was a goal or it was really unexpected?

It wasn't really a goal. It was more like it would be nice to achieve, but not really the focus. I was more concentrated on understanding and learning the material, because

I found it very interesting and engaging. Getting the top score was a welcome byproduct.

Is there anything that you're bad at?

Of course. I am not very good with computers or with sports, and I am bad at cooking. I also don't do well at everything in school. Courses that require my own judgement, critical thinking and decision making are challenging to me. I am also not very good at dealing with people, it is exhausting sometimes.

Is it clearer for you what you'd like to do after you graduate?

No, that is one of the things that I am the most anxious about right now, probably up there with the thesis. I don't really know what I want to do. So far, it's between finding a job or going on to graduate studies. But those are very broad alternatives, with lots of different aspects to each of them. What I know is that I don't want to stay in Riga (sorry, but the weather sucks). I also don't want to go back home to Moldova yet, even though the weather is nicer.

What hobbies do you have?

I like languages, I used to actively study one up until the start of FE, and I hope I'll pick it back up now that AF is over. I also like football, I am not a good player, but I enjoy watching it and rooting for my favorite team. Other than that it's the usual: movies, TV, music, the occasional read.



Diploma





Don't Follow Your Passion*

*if you want to end up passionate about your work

Author: Danielius Korsakas

The idea that a fulfilling career can be achieved by figuring out what you are passionate about and then finding a job that matches your passion has become a deeply ingrained convention. Steve Jobs has said it, Edgars Zaduško (Krassky) has said it, and a bunch of other famous people have said it. So, it must be true, you say. Well, let's take a step back and let me present you a case against this commonly held belief that you should follow your passion.

The first, the issue with this idea is that it makes it look like you can figure out what you should do with your life in an instant. However, a research by Harvard psychologist Dan Gilbert has shown that, actually, we are bad at predicting what will make us happy ahead of time. This is why, according to Gilbert, divorce lawyers and people who remove tattoos continue to have a steady stream of customers. Sadly, your career is not a tattoo that you can remove, and, thus, it should not be solely based on one small prediction that you have made when you were 17. Furthermore, a professor of organizational behavior from Yale University – Amy Wrzesniewski – has researched employees from a variety of occupations and found that having a preexisting passion was not the key ingredient to a fulfilling job. In fact, when she surveyed college administrative assistants, Amy discovered that the strongest predictor of an assistant seeing her work as a calling was the number of years spent on the job. In other words, in

Wrzesniewski's research, the happiest, most passionate employees are not those who followed their passion into a position, but instead those who have been around for long enough to become good at what they do. Thus, passion for one's work often is not something people have before they take the job – it is something they develop and cultivate over time.

This leads us to the second point against the passion hypothesis, which is that passion is a side effect of mastery. In his bestselling book *Drive*, the author Daniel Pink dwells into existing research on what motivates us to perform. For the most part Pink is referring to a framework known as Self-Determination Theory (SDT), which is arguably the best understanding science currently has for why some pursuits get our engines running while others leave us cold. According to SDT, there are three factors that are required to feel intrinsically motivated in your work: autonomy (the feeling that you have control over your day, and that your actions are important), competence (the feeling that you are good at what you do) and relatedness (the feeling of connection to other people). The first two needs – autonomy and competence – are related, because in most jobs, as you become better at what you do, not only you get the sense of accomplishment that comes from being good, but you are typically rewarded with more control and responsibilities. Also, notice that this list does not

PASSION LE

include “matching work to pre-existing passions” as being important for motivation. Therefore, most people can become passionate about their work assuming they have decent work colleagues and are willing to put in the hard work required for mastery – in other words, working right trumps finding the right work.

The third nail in the coffin of the passion dogma is the fact that our interests often change. If you are interested in finance, it is easy to think that you must become a finance specialist to have a satisfying career and ignore other options. However, a team of psychologists at Harvard and the University of Virginia, has found out that our personality, values, and interests change over time and that we tend to significantly underestimate this change. The story of Steve Jobs perfectly illustrates this point. Most of us view Jobs as a man who was deeply passionate about technology and innovation; however, few know the origin of his passion. Jobs attended a prestigious liberal arts college in Oregon and as a student was not particularly interested in either business or electronics. He instead studied Western history and dance, and dabbled in Eastern mysticism. After dropping out of college he went on a spiritual journey through India and after returning home he began to seriously train at Los Altos Zen Center. This

story is interesting because these are hardly the actions of someone who will become passionate about technology and entrepreneurship. In fact, Jobs got into technology just because he needed a way to make some quick cash. But as he became successful his passion grew, until he became the most famous advocate of “doing what you love”. Therefore, do not needlessly limit your options - if you are interested in finance it does not mean that you cannot become a successful writer and vice versa. In other words, do what Steve Jobs did, not what he said.

It is easy to fall prey to oversimplifications and mantras like “follow your passion” – they are appealing for most as they offer a quick and audacious solution to a complex issue of choosing a career path. However, with this short article I have attempted to prove that this magic pill does not work. Compelling careers often have complex origins that reject the simple idea that all you have to do is follow your passion. So, what is the secret sauce to a fulfilling career, you may ask? Well, come to the Book club and we will tell you.

Sincerely yours,
The Book Club

ED US HERE

Meet SSE Riga's Resident Plants



Lilly

This Lilly has been in the Smith's family for already 8 generations. The Smith's family has a proud lineage of diligent accountants who have always worked next to the Lilly for good account balancing. It was first brought to SSE Riga by John Smith in 1999 so he could study better, but, after he graduated, he left it as a legacy of the Smith's family for future generations of accountants.



That Big Plant by Soros

That Big Plant by Soros or as it is known in Latin - *Monstera deliciosa*, is the biggest indoor plant at SSE Riga. Legend has it that the plant remembers every single person who has been late to Soros. You may be thinking "How can a plant tell the time?" Well, I can tell you that asking these sorts of questions won't get you to Soros on time.



Sunny Boi

This patch of sunny foliage was shipped straight from the provinces of France. Sometimes it is possible to hear faint accordion music and nearly imperceptible aroma of croissants. But, be careful, spending too much time near the flower bed can create an irrational urge to drink wine.

Oskars Aivars Simpsons Moore



Smolus Treeus

This little tree, Latin name Smolus Treeus, is a distant relative of a plant in one of Henri Rousseau's most famous works - The Dream (1910). The original painting is currently located in the Museum of Modern Art in New York.



The Helper

You may not notice it from day to day, but this leafy helper is always there to answer any questions you have about where something is. If you are looking for a certain place in the school feel free to ask this guy, really, other people will understand.



Water Fountain Plant

No one knows how this plant showed up here, but if it is moved it always shows up in the same place again, it seems to be really attached to the water fountain. This plant might be the reason sometime water bottles fill up slower than usual.



The Gift

This plant was a gift to SSE Riga and RGSL from Narvesen for all the customers. It is also a thank you for giving them enough turnover to buy that fancy new coffee machine.



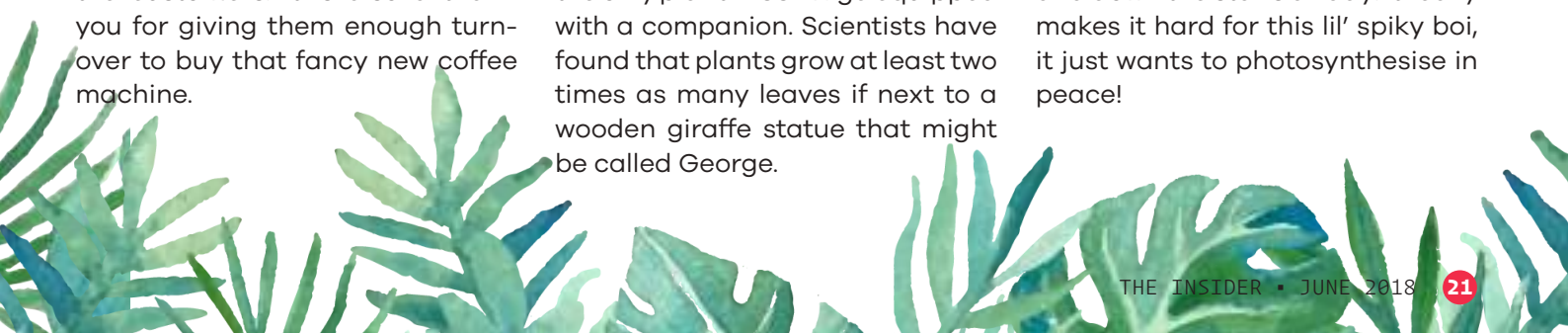
The Leafosaurus

The white-striped leafosaurus, Latin name Lota Leefus, may be the only plant in SSE Riga equipped with a companion. Scientists have found that plants grow at least two times as many leaves if next to a wooden giraffe statue that might be called George.



The Potato Salad

This little potato salad of a plant has to watch people running up and down the stairs all day. It really makes it hard for this lil' spiky boi, it just wants to photosynthesise in peace!





Līgo 101

The night from 23rd to 24th June is special in each Latvian's heart and it is considered as one of the biggest events of the year. It is a celebration of sun solstice - Jāņi. Nothing unites people as much as gathering together in the countryside, eating, drinking (it is always a fun part), singing while staying awake all night long. All these things should remind you of the last party you attended, either in SSE Riga or crushing your friend's house. But Jāņi is very special for Latvians because of observing the traditions that were there for many generations.

Wreath-making



In our opinion, the most popular tradition in Jāņi is making the wreath. It usually differs for male and female. Males use oak leaves that symbolise the strength; however, females make their wreaths from flowers, grasses and herbs. There is a belief that if there are twenty-seven flowers braided in the wreath, it will prevent from different diseases.

Bonfire



It has not only practical usage to scare away the mosquitos, but it also symbolises that the light from the fire will transfer to the next solar year. Latvians are usually leaping over the bonfire, because it is believed that it will bring them good luck and good health.

Fern flower



We cannot imagine the celebration of Jāņi without going for a fern flower. According to the myth, the fern flower blooms once a year, during the summer solstice and whoever finds it will be happy. Of course, you can argue about the biological aspect of this belief, but it is still one of the most popular traditions in Jāņi.

Food



Latvians do not save on food when preparing for Jāņi. The table is always full with different foods and drinks but most importantly there will always be caraway seed cheese and beer which is also treated to neighbours and visitors.

Awaiting the sunrise



It is believed that if you wait through the night until the sunrise, you have to wash your face in the morning dew, which guarantees beauty, while walking in the dew will bring you money. If you get lucky, you could even find a lost celebrator or unopened beer bottle.

Getting naked



If you are sticking to traditions this year, you could as well go all out. There is one that suggests getting your clothes off and run through the field naked, which doesn't feel as such a bad idea after more than a few beers. However, if you feel that maybe running through a field is a bit too much, night skinny dipping is another option.

Mosquitoes



You will just have to deal with it. Sorry.



Summer Bucket List

Summer is almost here. For most of us it is a relief – no more deadlines, exams, early lectures... Are you as confused as we are about what to do with all that free time? Worry not, we've got you covered! The team of the Insider (in collaboration with you) created a summer to-do list. It's got all the activities to make this summer unforgettable. (P.S. those blank ones are for you to fill with your favorite summer activities).

- Steal a ship, become a pirate.
- Get a tan (not a sunburn)
- Make a Pinterest board about Morten.
- Start a small business.
- Witness something truly majestic, like no stupid deadlines, or courses, or people.
- Geocaching.
- Make a bonfire from your notes & roast marshmallows.
- Finally read something you actually enjoy.
- Find a princess and get married.
- Finally get shit done.
- Swim under the moonlight.
- Y1, start reading for FE.
- Y2, start re-reading for FE.
- Go skinny-dipping.
- Stargaze.
- Watch the sun rise.
- Go to an outdoor concert.
- Build a fort and have a movie night there.
- Go boating.
- Binge watch a new series.
- Do that one thing you always wanted, but didn't have time during the year (get a driver's license, exercise, learn a new language).
- ...
- ...
- ...
- ...
- ...



Linda Kamola, Felicia Istrati & Gabriela Uncu



Get playlist

The Ultimate Summer Playlist

- ♪ **These Days (feat. Jess Glynne, Macklemore & Dan Caplen)**
Rodríguez, Jess Glynne, Macklemore, Dan Caplen - These Days (feat. Jess Glynne, Macklemore & Dan Caplen)
- ♪ **Remind Me to Forget**
Kygo, Miguel - Kids in Love
- ♪ **Four Out Of Five**
Arctic Monkeys - Tranquility Base Hotel & Casino
- ♪ **In the Summertime**
Murgos Jerry - In the Summertime
- ♪ **Rehab**
Amy Winehouse - Back To Black
- ♪ **Look Back**
Diplo, DRAM - Look Back
- ♪ **All The Stars (with SZA)**
Kendrick Lamar, SZA - Black Panther: The Album Music From And Inspired By
- ♪ **My Type**
Sant Motel - My Type EP
- ♪ **Super Rich Kids**
Frank Ocean, Earl Sweatshirt - channel ORANGE
- ♪ **God's Plan**
Drake - Scary Hours
- ♪ **Red Red Wine - Edit**
UB40 - The Very Best Of
- ♪ **Here Comes The Sun - Remastered**
The Beatles - Abbey Road (Remastered)
- ♪ **Waves - JordanXL Remix**
Dean Lewis, JordanXL - Waves (JordanXL Remix)
- ♪ **Island In The Sun**
Weezer - Weezer (Green Album)
- ♪ **Paradise**
George Ezra - Staying at Tamara's
- ♪ **Dance You Off**
Benjamin Ingrosso - Dance You Off
- ♪ **Escape (The Pina Colada Song)**
Rupert Holmes - Partners In Crime
- ♪ **This Girl (Kungs Vs. Cookin' On 3 Burners) - Kungs Vs. Cookin' On 3 Burners**
Kungs, Cookin' On 3 Burners - Layers
- ♪ **Feel It Still**
Portugal. The Man - Woodstock
- ♪ **Hey Ya! - Radio Mix / Club Mix**
OutKast - Speakerboxxx/The Love Below
- ♪ **Ain't No Mountain High Enough**
Marvin Gaye, Tammi Terrell - United
- ♪ **Salad Days**
Mac DeMarco - Salad Days
- ♪ **Viva La Vida**
Coldplay - Viva La Vida Or Death And All His Friends
- ♪ **(What A) Wonderful World**
Sam Cooke - 30 Greatest Hits: Portrait of a Legend 1951-1964
- ♪ **Footloose**
Kenny Loggins - Footloose (15th Anniversary Collector's Edition)
- ♪ **The Sound**
The 1975 - I like it when you sleep, for you are so beautiful yet so unaware of it
- ♪ **Young Blood**
The Naked And Famous - Passive Me, Aggressive You
- ♪ **Funky Town**
Lipps Inc. - Paradise Continues
- ♪ **Ruby**
Kaiser Chiefs - Yours Truly, Angry Mob



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IN THE PRIME OF LIFE

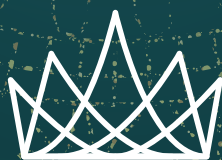
GRADIATION



PARTY

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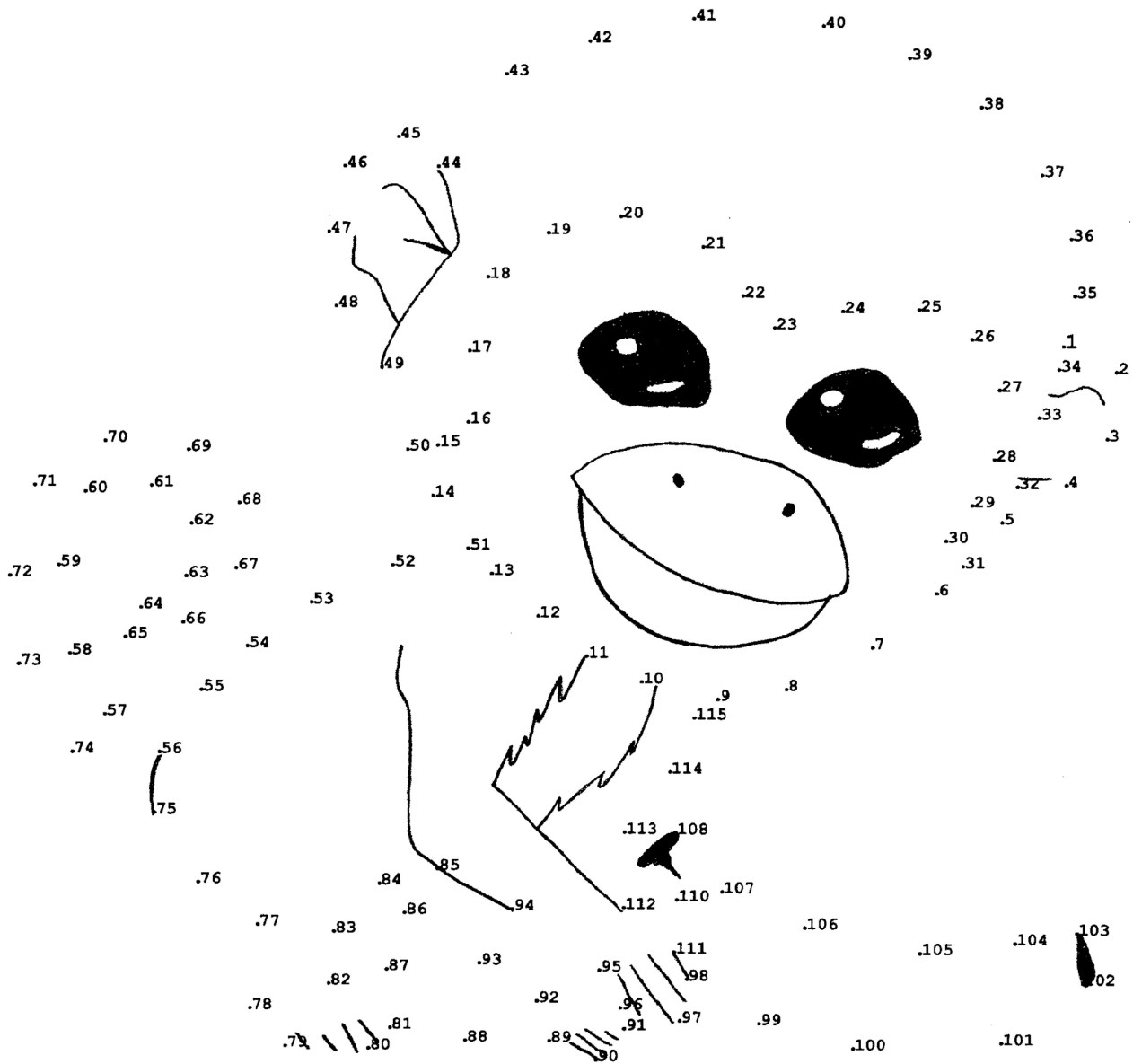


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LATVIA

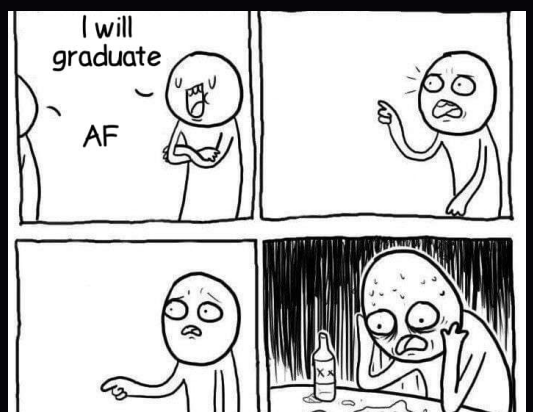
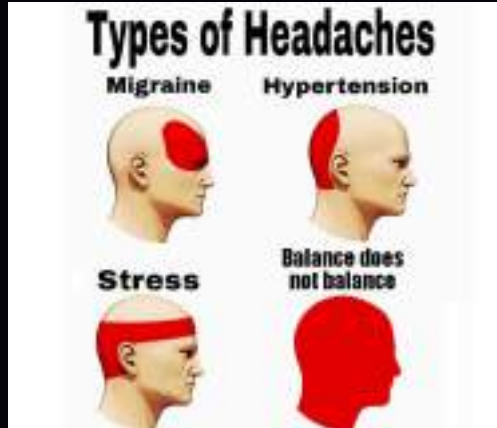
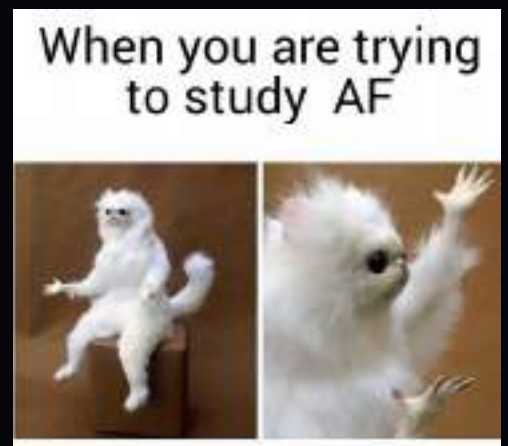
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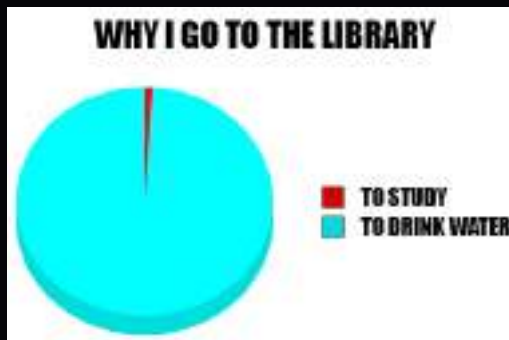
THE CELLO DUET

Join The Dots



University Life





MY HEART	
Walking	
Running	
Marina's seminar	



They say that...

...Marta Metuzale is the queen of gossip

...Marta Metuzale is thinking of creating a new facebook page - sse drama alert

...Dagnija is the hottest graduate 4 sure

...Andrius R. (Y1) is the tallest and one of the most handsome boys in Y1. Unfortunately, it looks like he is not single anymore, what a pity!:(:(

...Angelina & Evelina are not only super smart, but hot as well! A nice set of sisters!

...Julia (Y1) is liked by veryyy many boys in the school. But sadly, it looks like most of you do not stand a chance. Sorry boys! :(:(:(

...A & E are taken, F is taken, N is taken... why are all of the hot girls of Y1 taken?

...Mr VP is going big after the TakeOver

...PR meets MR better than AF meets FE

...Judging by SSER parties, more people will get married than graduate

...The presidential couple should give private dancing lessons

...It's hard to gather gossips when the main gossipers are busy with FE

... How on earth could a guy that cannot swim win the Latvian water polo Championship? Well....

...Water polo team was great! We love you, guys

...Let's hope Graduation will be a party!

...B has a real talent. To draw a masterpiece in just 5 minutes...

...Veri, vidi, vici they say.. Well, B entered the life drawing class, intimidated the model, and left.

...Some people just think too much

...If you go to kitchen number 4 at 1 am, there is a 100% probability to see a semi-naked Georgian..or 2

...Dainis A is a cute alcoholic

...VP was quite thrilled at PeakTime

...They say that Maksis and Linards (Y3) aged so much while writing thesis that they both grew real grandpa beards.

...BLS - is it the content of the course or it just naturally rhymes to BulLShit?

...Mr VP is the best cook.

...Year 3's are graduating... you will be missed together with the legends of crazy sser parties

... "The person" has a serious crash on Adelina, come on do smth, she is graduating!!!!

... Y1s are really keen on selling sex products this year, spring is truly here

... V.T.'s (Y1) jokes are the best part of any lecture. You rock, girl <3

... There will be civil war soon in event.com

... Not sure if we have SSER SA or RGSL SA

... RGSL finally found a way to make cool parties for them, make SSERigans do them

... If you still don't know how to properly roast candidates on SA elections - just ask Marina Eclair for an advice. (P.S. you will then be roasted by her)

... Dana K, yor EYES are beautiful. If u know what I mean... ;)

... Dear Dana and Eduards, we are not blind. You're such a cute couple. Make it official already

... Yadchenko is blaming Y1s for sending out the marketing surveys, while brutally spamming with her yearbook related crap

... Dans Blūmiņš is desperate for a girl, no success so far

... Arturs P. has changed a lot after Dana Z.

... Teo (Y1) has found common grounds in Belarus, or with a Belarusian exchange girl

... Although Lithuanian Y1 boys are hot, they're too much into studies, that's why girls lost their interest

... Mora Brauna has to make her position clear, now she's trying here and there and everywhere and with everyone

... Iryna Khomyak is dying for "TA of the Year" nomination

... Julia and Nastya showed lack of skills in kissing to everyone, Gleb didn't give a fuck

... Weed reserves are out after FE

... Lasha (Y1) is even sexier in a swimming trunk...

... Life hack: you study Bus Law 25% faster in RGSL library.

... J. J. (Y1) knows how to speak Latvian only when it comes to cute Latvian guys from Y3

... New love has just sparked between Mister P (Y1) and Miss Angel (Y1).

... JeJoue sends the best clickbait/spam email we get, fuck all the surveys and lost wallets

... Don't even try to study economics there

... (L) eclair , or how to get sick of everything

... J.K is taken now, damn hearts of her 100500+ admirers are broken

... Hanna Y. please STOP FFS

... G. E. and A. K. are the nicest couple in Y1

... Kriss Cerpins- You pay with your wallet for attending RGSL BBQ party

... Kriss it's time to let Buscom go and change your email signature

... 17th of May was wildly celebrated in the dorm's Kitchen 1

... Seems like boys cannot satisfy girls' needs, Julia Y. & Nastya K. were the juiciest couple during Chill Evening

... Agnes Lubloy beat Anete Pajuste by more than 7min in Lattelecom Marathon

... Top 3 flattest things in the universe: demand curve in PC, Vakhtangs jokes, Nicoletas boobs

... Liza (y1) overestimated her running abilities in Riga marathon, got to smoke less babe

... Anete A. & Julia D. got very close to each other on the Sunday's evening after the marathon

... Sveta y1 secretly collects stamps



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