

Moritz Körner MEP
European Parliament
Rue Wiertz 60
B-1047 Brussels
Belgium

10 September 2020

Ref: OUT2020-0102

Dear Mr Körner,

I refer to your letter dated 24 January 2020 outlining your concerns in relation to the practice of applications sharing personal data with advertising networks and third party providers.

Thank you very much for bringing this study to our attention. The EDPB is aware of the importance of this topic and has recently issued Guidelines on the targeting of social media users, now open for public consultation.

Additionally, the topic of privacy in the adtech industry is examined within the relevant EDPB Expert Subgroups. The EDPB and its Expert Subgroups also serve as a useful forum for the national supervisory authorities to coordinate, cooperate and exchange experiences in ongoing cases.

Please note that the role of the EDPB is to ensure the consistent application of the GDPR, whereas the competence to handle complaints and launch enforcement actions lies with the national supervisory authorities. Therefore, the EDPB lacks the competence to initiate an investigation regarding any specific company.

Yours sincerely,



Andrea Jelinek