



Final

Social Media Subgroup meeting

14 September, Brussels

Items

Approval of the Agenda

The draft agenda was adopted.

Approval of the Minutes of the Social Media Working Group meeting (15.04.2018)

The outcome of the first Social Media Subgroup meeting was recorded in an info note presented to the Plenary meeting of 5 July 2018. The Plenary decided to change the name of the “Social Media Working Group” to “Social Media Subgroup” and requested the coordinators [REDACTED] to develop terms of reference and a work plan for approval by Plenary.

Terms of reference and work plan [REDACTED]

The coordinators recapitulated the background of the creation of the Social Media Subgroup and presented the draft ‘terms of reference and work plan’ for the Social Media Subgroup.

The terms of reference were adopted without modification. The work plan was adopted with few minor revisions:

- Work item 1

[REDACTED]

- Work item 3

[REDACTED]

The following delegations indicated an interest to act as (co-)rapporteurs for work item 1 (‘Targeting of social media users’): [REDACTED]

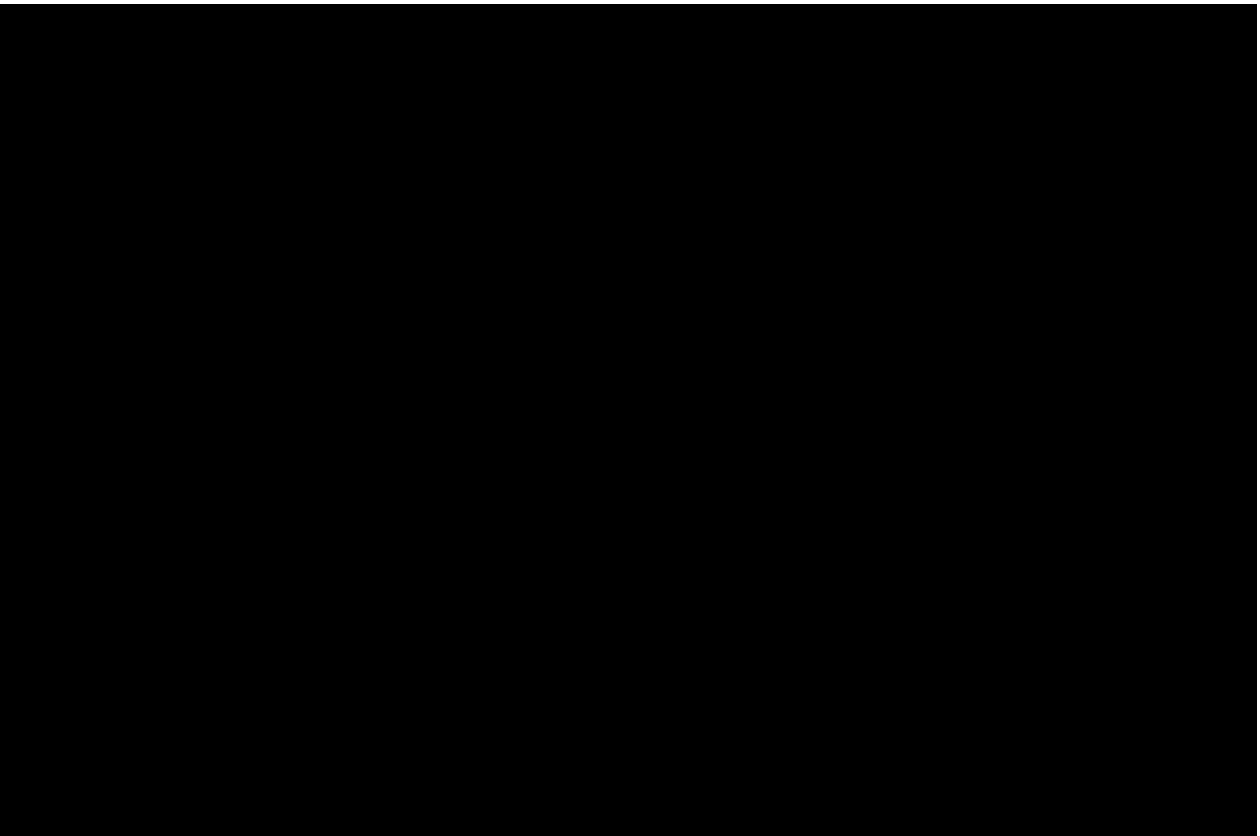
The following delegations indicated an interest to act as (co-) rapporteurs for work item 2 'Proposals for common strategic priorities in terms of supervision' : [REDACTED]

The next step is to request a mandate from the Plenary to start work on work items 1 and 2.

Data analytics and micro-targeting for political purposes [REDACTED]

The rapporteur presented the ICO report on use of data analytics and micro-targeting for political purposes.¹

The subgroup noted its intention to give specific attention to the role of data brokers and analytics companies in its future work.



Deceived by design [REDACTED]

The rapporteur presented an overview of the report 'Deceived by design'.

The subgroup decided to propose to the Plenary for adoption a letter of acknowledgement.

Terms and conditions of social media platforms: consumer & data protection issues [REDACTED]

[REDACTED] presented the role of the national consumer protection regulators with regard to the business model of social media platforms.

The consumer protection regulators have clarified that social media providers:

- fall within the scope of consumer protection rules,

¹ <https://ico.org.uk/media/action-weve-taken/2259371/investigation-into-data-analytics-for-political-purposes-update.pdf>

- must respect the obligation of fairness of the general terms and requested changes in their terms of service:
 - o the removal of content;
 - o the liability of the platform.

A workshop is planned for 23 November 2018 organised by the Consumer Protection Cooperation Network to which all supervisory authorities will be invited. The invitation will be sent out soon.

To-do / Next steps

- The coordinators to prepare by 17 September eob an info note for the next Plenary on the terms of reference and work plan requesting a mandate.
- The coordinators to prepare by 17 September eob a draft letter of acknowledgement of the 'Deceived by design' report for the next Plenary.

The next meeting was scheduled for 9 November 2018.

Annex: Attendance List

Members

AT, BE, DE (Federal, Hamburg represented by Schleswig-Holstein, Baden-Wuerttemberg), DK, EL, ES, FI, FR, HU, IE, IT, LT, NL, PL, RO, SE, SI, UK

EEA

IS, NO

European Commission

DG JUST

Observers

MD (ad hoc)

Secretariat