

Report on call between W. Stengg and Meta, 10 March 2022

Participants:

- [REDACTED] Meta
- [REDACTED] Meta
- [REDACTED] Meta
- Werner Stengg (CAB Vestager)
- [REDACTED] (CAB Vestager)
- [REDACTED] (SG)

Meta stressed the need to agree on a mechanism to transfer data between the EU and the US and provided an update on the proceedings with the Irish DPA.

Meta also explained that if an agreement is not reached soon there is a risk that Ukraine would be caught off Europe, as Facebook Ukraine is under Facebook US, not Facebook Ireland like the rest of Europe.

Meta also recalled that the issues it faces apply to the whole industry when there are data transfers between the EU and the US.

W. Stengg and Meta agreed about the importance and urgency of reaching an agreement, and that such agreement should be future proof.

Meta generally supports the Commission's proposal on the DMA but is concerned about the debate on personalised advertisement. It recalled that the DSA is a better and more targeted tool to deal with personalised adds. However, finding the right balance within the DSA is also necessary.

Another major problem is the scope for user appeals, which is currently disproportionate and very problematic as it stands, including algorithms and recommender systems. W. Stengg acknowledged the challenges to find the right balance.