

Report from the meeting with Interactive Advertising Bureau Europe – 27 January 2022

The representative of IAB briefly presented benefits of online advertising, including targeting techniques, especially for SMEs. IAB has prepared a recently published report on the matter. IAB also expressed concerns about the draft proposal, in particular on three issues: i) wide scope (definition); ii) processing of sensitive personal data (going beyond GDPR) ; iii) limiting targeting.

The Commission explained the reasons behind the proposal and briefly the points raised by IAB. In particular the Commission stressed that the ad tech industry should put more efforts to implement the GDPR in full and close loopholes in processing personal data for the purpose of targeting. The Commission explained that one of the reasons of doing the proposal was that there are a lot of voices pointing to weak compliance with the current rules and the existing risk especially in the context of disinformation and foreign influence, also for European elections.