

Data protection

(If raised)

- The Commission understands that the Irish data protection authority is still investigating Google's Real Time Bidding system for ad selection. We note that the Irish Council for Civil Liberties has filed a complaint against the Irish data protection authority for not completing this investigation. The GDPR provides for such possibility. We await the outcome of this case.
- On the other hand, we note that the Belgian data protection authority adopted a decision against the IAB (Interactive Advertising Bureau) transparency and consent framework. Google is a member of the IAB.

- [redacted]

Background

Ongoing investigations by the Irish data protection authority

In March 2022, there are two ongoing investigation by the Irish data protection authority (DPC) against Google Ireland Limited.

The first investigation concerns the lawful basis for the processing of personal data received and utilised in the Real Time Bidding process facilitated by Google Authorised Buyers and compliance with the transparency requirements. [redacted]

[redacted]

[redacted] On 14 March 2022, the Irish Council for Civil Liberties filed a complaint against the DPC for not completing this investigation. The GDPR provides for such possibility.

The second investigation concerns the lawful basis for the processing of location data and the transparency in relation to the processing activities carried out in relation to location data. [redacted]

[redacted]

Other points of interest (no formal investigation by the Irish data protection authority)

Google is currently changing its targeted advertising practices and is moving to the so-called Privacy Sandbox. [redacted]

[redacted]

- [REDACTED]
- [REDACTED]
- [REDACTED]

Engagements with other data protection authorities

In parallel, Google also works on Google limited ads. [REDACTED]

Contact – briefing contribution: DG JUST