

| AdTech and Consumer Information

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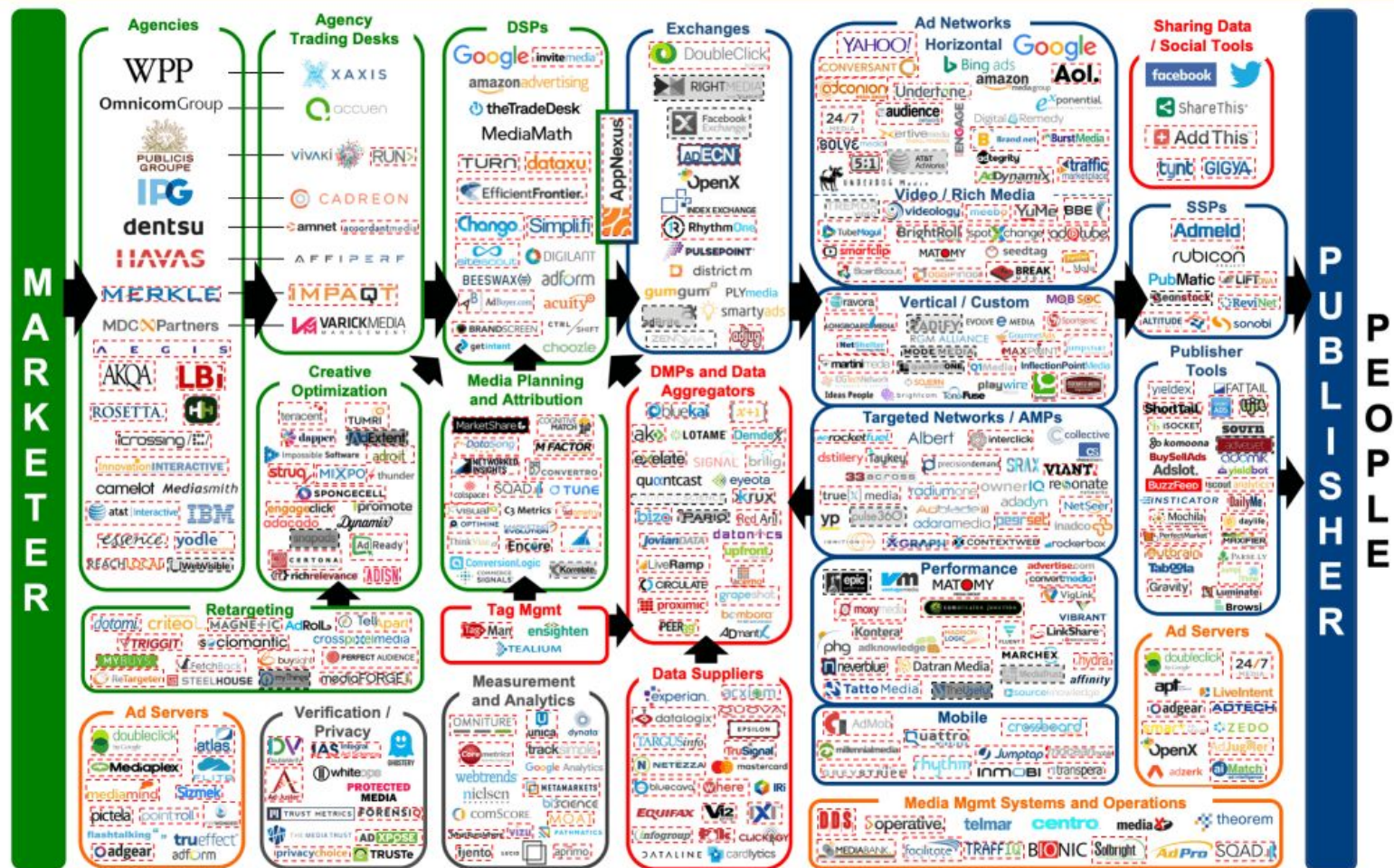


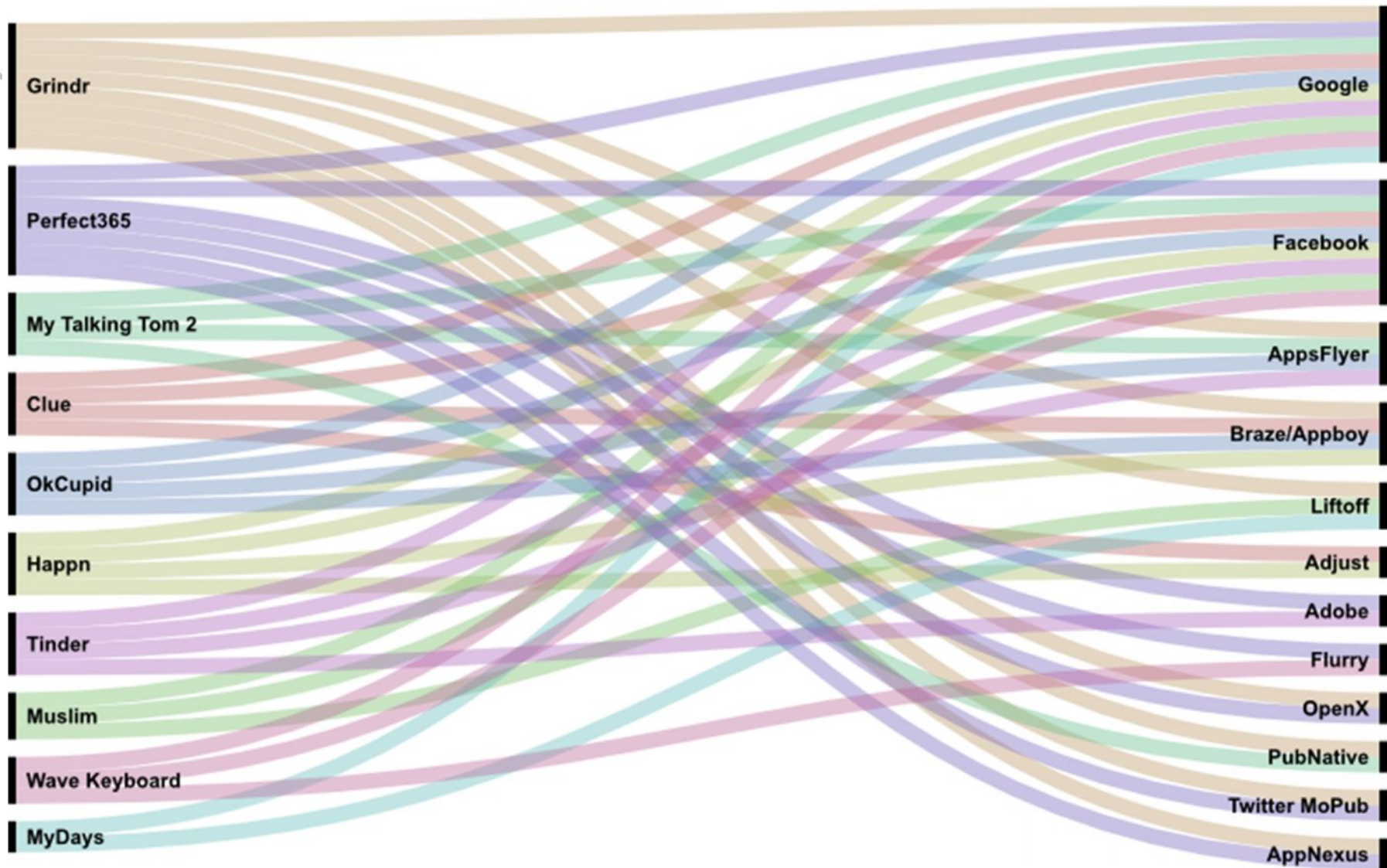
OUT OF CONTROL

How consumers are exploited by the online advertising industry

14.01.2020

DISPLAY LUMAscape







CONSUMER DATA

Smartphone data

Location, behaviour, interests,
mood, contacts, app usage

Browsing history

Interests, behaviour, habits,
anxieties

Customer loyalty programs

Financial situation, habits,
preferences

Social media

Network, family relations, likes,
interests, mood

Credit card transactions

Financial situation, habits,
preferences

Connected devices

Habits, preferences, mood,
sensor data

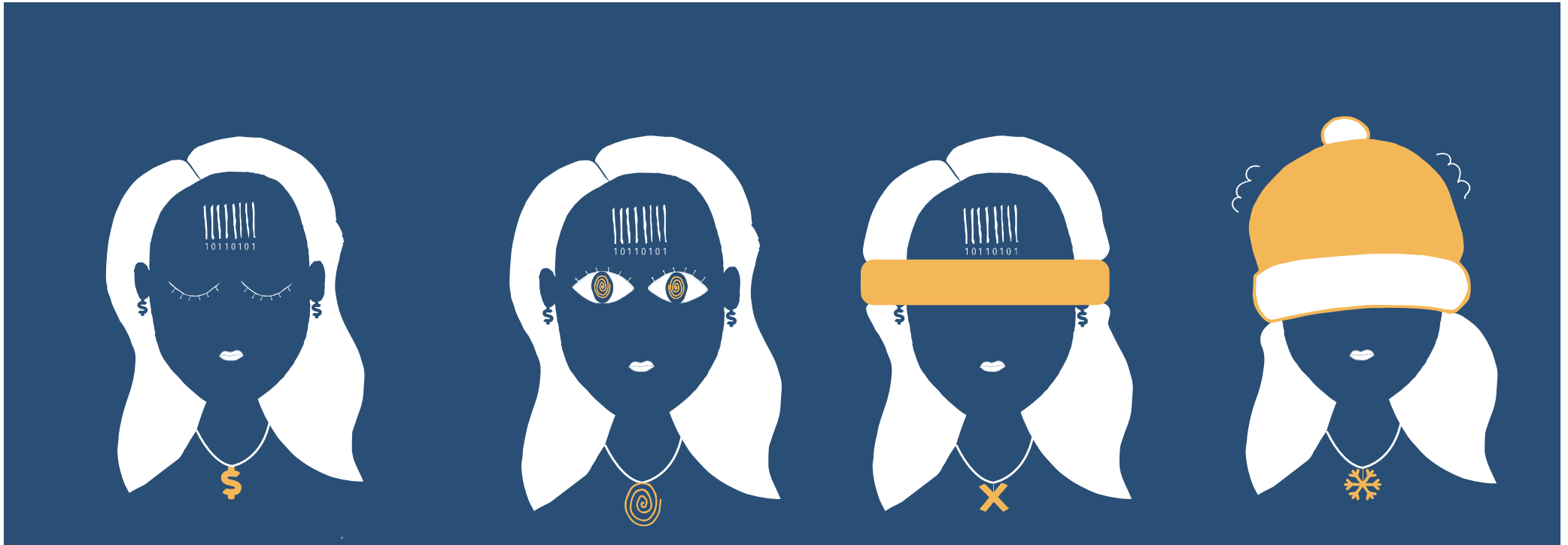
DATA BROKER

«Digital twin»



Predicted behaviour
Psychographic profile
Personalized content
Demographic segments

CONSUMER HARMS OF ADTECH



Power
Asymmetry

Manipulation

Discrimination

Chilling Effects

WHAT CAN WE DO ABOUT IT?

- Enforcement, Enforcement, Enforcement.
- Targeting specific unfair practices related to personalised advertising (ex-ante prohibitions to be added in the annex of the UCPD).
- Special regime for protection of children.
- Promote privacy-oriented ad technologies.



BEUC The European
Consumer
Organisation

The Consumer Voice in Europe

Thank you for your attention

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