

**Question for written answer E-003704/2023
to the Commission**

Rule 138

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Subject: Revelations about the trade in sensitive personal data of European decision-makers and (military) officials through real-time bidding online advertising systems

A recent investigation has revealed a pervasive trade in sensitive personal data of European decision-makers and (military) officials, posing a significant threat to the security of the EU institutions. The source of this concerning data exchange is identified as real-time bidding (RTB), an advertising technology prevalent on nearly all websites and apps.

Considering these distressing revelations, we request that the Commission respond to the following pressing questions:

1. Will the Commission request that the European Data Protection Board, and other relevant supervisory authorities, urgently examine the matter as per Article 70(1)(e) of the General Data Protection Regulation?
2. Can the Commission provide or commission a comprehensive assessment of the extent to which EU policy-makers and (military) officials are being targeted through RTB and how their sensitive data is being transmitted to Russia and China?
3. In the light of the Cambridge Analytica-style psychological profiling that is taking place, the deployment of RTB data for surveillance and the absence of legislation or enforcement actions to stop this, what concrete steps is the Commission considering taking during the next legislature to protect EU citizens, for instance introducing legislation segmenting the advertising market and other restrictions to protect the privacy and security of European citizens in the face of these threats?

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