Brussels, 20 October 2017

Monique Goyens
Director General
BEUC

By e-mail: directorsoffice@beuc.eu

Ref: BEUC-L-2017-208/MGO/UPA/rs

Dear Ms Goyens,

I come back to you concerning your letter of 17 July 2017 regarding Google's data retention and privacy policy as well as Facebook's emotional ad-targeting processes.

First of all, let me thank you for bringing these issues to our attention.

As you may already know, several national DPAs have led many enforcement actions against Google, in the context of which the company's data retention periods, the amendments to their privacy policy, and their targeted advertising practices were already thoroughly examined. Your letter will be distributed to national DPAs so that the issues you raise can be considered and possibly reviewed.

In the meantime, we would be grateful if you could let us know whether you have more information on the data that is retained until the user explicitly asks for their deletion.

Finally, as you may already know, Facebook has been denying the existence of emotional ad-targeting processes. Nevertheless, we would like to call your attention to the fact that several Data Protection Authorities have already started enforcement actions against Facebook. There has been so far no evidence that this type of retargeting was offered to European advertisers, but DPAs may consider launching a new examination on this subject.

Let me assure you that DPAs are stepping up their efforts to work with authorities from other sectors including consumer authorities in order to ensure the best outcome to cases of potential harm or violation of rules from perspective of the individual. Last month the International Conference of Data Protection and Privacy Commissioners passed a resolution calling on DPAs to work more closely with consumer enforcers, building on existing initiatives for dialogue and collaboration including the Digital Clearinghouse, which has started to meet this year.

This Working Party was set up under Article 29 of Directive 95/46/EC. It is an independent European advisory body on data protection and privacy. Its tasks are descr bed in Article 30 of Directive 95/46/EC and Article 15 of Directive 2002/58/EC.

The secretariat is provided by Directorate C (Fundamental rights and rule of law) of the European Commission, Directorate General Justice and Consumers, B-1049 Brussels, Belgium, Office No MO59 03/75

Website: http://ec.europa.eu/justice/data-protection/index_en.htm

Please be assured of our constant vigilance on these matters and kindly note that any additional information you may have on these issues will be mostly welcome.

Yours sincerely,

Isabelle FALQUE-PIERROTIN
Chairwoman