

Guidelines 8/2020 on the targeting of social media users

I wish to comment on the guidelines with a reference to several issues regarding privacy and freedom of speech. (ECHR)

We have to acknowledge that privacy and freedom of speech, as well as open access to the internet, is a priority to all parties involved which should be considered carefully.

Considering the above, we also have to keep in mind that sponsoring in any form is sometimes a must in order to pay for the infrastructure.

The EDPB is asking for comment to their proposed guidelines on the targeting of social media users.

It is a good thing to protect users against unwanted targeting on social media but on the other hand there should be a margin. Difficult to make a balanced and informed decision if one does not have the necessary ability to do so.

My questions are basic. What is the level / extent of the guidelines? I am not sure. Probably more readers will have the same. Is there a summary?

Therefore I hope that a better understandable text is a possibility in order to improve the understanding.