

Monique Goyens
Director General, BEUC
Ursula Pahl
Deputy Director General, BEUC
Rue d'Arlon 80 - B-1040 Brussels

18 June 2020

Ref: OUT2020-0064

Dear Ms. Goyens, Dear Ms. Pahl,

I refer to your letter dated 14 January 2020 regarding *Forbrukerrådet's* (the Norwegian Consumer Council's) "Out of Control" report, concerning consumers and the alleged privacy infringements of the adtech industry.

Thank you very much for bringing this important topic to our attention. We appreciate your efforts to put such a relevant issue on the agenda of different agencies and organisations across Europe.

The importance of the topic at hand is reflected in the EDPB Work Program 2019/2020, where we, inter alia, are working on Guidelines on Targeting of social media users.

The EDPB is not able to comment on ongoing investigations conducted by national supervisory authorities. We also lack the required competence to launch investigations, as this competence lies with the relevant national supervisory authorities.

However, please be assured that the topic of privacy in the adtech industry is assigned to the relevant EDPB Expert Subgroups. In addition, with regards to cross-border cases, the One-Stop-Shop mechanism in the GDPR ensures that the lead supervisory authority in a case cooperates and receives input from concerned supervisory authorities. The EDPB and its Expert Subgroups also serve as a useful forum for the national supervisory authorities to coordinate, cooperate and exchange experiences in ongoing cases – whether they are cross-border cases or not.

As you state in your letter, *Forbrukerrådet* has lodged formal complaints with the Norwegian supervisory authority. We are also aware that other supervisory authorities have received similar inquiries from their respective national consumer authorities. We are confident that the GDPR and EDPB cooperation mechanisms will serve as helpful tools for the national supervisory authorities in handling these cases, working together to ensure a uniform application of the GDPR in the EEA.

Thank you again for your letter.

Yours sincerely,



Andrea Jelinek

Andrea Jelinek
Chair of the European Data Protection Board

rue Wiertz, 60
1047 Brussels