

# Enhancing Personalized Ads: Meta's Data Limitations for Precision

## Description

The EU's highest court says Meta, the company that owns Facebook, must limit the use of people's data for personalized advertising. This decision came after a privacy campaigner, Max Schrems, complained that Facebook used his personal data about his sexual orientation to show him targeted ads. The court ruled that data protection laws do not allow companies like Facebook to use sensitive data for advertising without clear restrictions. Meta says they do not use special category data for personalized ads and take privacy seriously. Users can manage how their information is used using tools on the platform. Experts say this ruling shows that data protection rules are important, even for big tech companies. The decision, although not binding for UK courts, could have significant implications for Meta's business model. Mr. Schrems has previously challenged Meta over its data processing practices and this ruling could impact similar cases in other jurisdictions.

## Vocabulary List:

- Implications** /'implɪ'keɪʃənz/ (noun): Possible effects or consequences of an action or decision.
- Restrictions** /rɪ'strɪkʃənz/ (noun): Rules or regulations that limit or control something.
- Personalized** /'pɜ:rsənəlaɪzd/ (adjective): Designed or tailored to meet the individual needs or preferences of a user.
- Campaigner** /kæm'peɪnər/ (noun): A person who takes part in a campaign for a cause or issue.
- Ruling** /'ru:liŋ/ (noun): An official decision made by a court or judge.
- Sensitive** /'sensɪtɪv/ (adjective): Requiring careful handling due to potential risks or impacts.

## Vocabulary quizzes

### Multiple Choice (Select the Correct answer for each question.)

1. Which type of crime involves the use of computers or the internet?

Option: A. Cybercrime  
Option: B. Homicide  
Option: C. Robbery  
Option: D. Arson

2. What is a sudden and unexpected situation that requires immediate action?

Option: A. Emergency

- Option: B. Routine
- Option: C. Normalcy
- Option: D. Predictable

3. Which structure is designed to help plants grow by capturing sunlight and trapping heat?

- Option: A. Warehouse
- Option: B. Greenhouse
- Option: C. Stable
- Option: D. Silo

4. What is a severe tropical storm with strong winds and heavy rain?

- Option: A. Typhoon
- Option: B. Hurricane
- Option: C. Tornado
- Option: D. Blizzard

5. What are natural fuels formed from the remains of living organisms?

- Option: A. Solar Energy
- Option: B. Nuclear Energy
- Option: C. Fossil Fuels
- Option: D. Wind Power

6. A set of connected things or parts forming a complex whole.

- Option: A. Isolation
- Option: B. System
- Option: C. Fragment
- Option: D. Disarray

7. What is another term for dampness or water content in the air or soil?

- Option: A. Aridity
- Option: B. Humidity
- Option: C. Searing
- Option: D. Barrenness

8. Which mineral is often used in electronics and watches due to its piezoelectric properties?

- Option: A. Quartz
- Option: B. Diamond
- Option: C. Emerald
- Option: D. Topaz

9. What activity involves extracting valuable minerals or other geological materials from the earth?

- Option: A. Farming
- Option: B. Mining



Option: C. Construction

Option: D. Fishing

10. The ability or permission to enter or obtain something is known as:

Option: A. Inhibition

Option: B. Access

Option: C. Prohibition

Option: D. Limitation

**Gap-Fill ( Fill in the blanks with the correct word from the vocabulary list. )**

11. \_\_\_\_\_ is gained through involvement in events or activities.

12. Natural \_\_\_\_\_ such as earthquakes and tsunamis can cause widespread damage.

13. The process of setting up or putting something in place is called \_\_\_\_\_.

14. In situations of \_\_\_\_\_ people's behavior can vary greatly.

15. Safety measures can help to \_\_\_\_\_ accidents in the workplace.

16. The court issued a \_\_\_\_\_ on the legality of the new law.

17. There are certain \_\_\_\_\_ in place to regulate access to sensitive information.

18. Some online services offer \_\_\_\_\_ recommendations based on your browsing history.

19. The environmental \_\_\_\_\_ fought for stricter regulations on carbon emissions.

20. \_\_\_\_\_ is a commonly used material in the production of semiconductors.

21. Some individuals have \_\_\_\_\_ data stored on their devices that must be protected.

**Matching Sentences ( Match each definition to the correct word from the vocabulary list. )**

22. Engaging in illegal activities or behavior that is punishable by law.

23. A person's education experience and previous actions or history.

24. An event occurrence or situation that is noteworthy or concerning.



25. Providing goods or services to fulfill a demand or need.

26. An unexpected situation requiring immediate action or attention.

27. The potential effects consequences or outcomes of a certain action or event.

28. The presence of water or dampness in the air or on surfaces.

29. A severe tropical storm with strong winds and heavy rainfall.

30. Vessels used for melting substances at high temperatures.

31. The right or ability to enter or use something.

## Answer

**Multiple Choice:** 1. A. Cybercrime 2. A. Emergency 3. B. Greenhouse 4. B. Hurricane 5. C. Fossil Fuels 6. B. System 7. B. Humidity 8. A. Quartz 9. B. Mining 10. B. Access

**Gap-Fill:** 11. Experience 12. Disasters 13. Installation 14. Extremes 15. Prevent 16. Ruling 17. Restrictions 18. Personalized 19. Campaigner 20. Silicon 21. Sensitive

**Matching sentence:** 1. Criminal 2. Background 3. Incident 4. Supply 5. Emergency 6. Implications 7. Moisture 8. Hurricane 9. Crucibles 10. Access

## CATEGORY

1. Sci/Tech - LEVEL1

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### Author

aimeeyoung99