



Maximizing Meta's Personalized Ad Data Efficiency

Description

The EU's highest court has ruled that Facebook-owner Meta must limit the use of people's data for personalized advertising, following a complaint by privacy campaigner Max Schrems. Schrems argued that Facebook had targeted him with ads based on his sexual orientation without his consent. The Court of Justice for the European Union found that using sensitive data such as sexual orientation for targeted advertising is not allowed under data protection law.

Meta, responding to the ruling, stated that it does not use special category data for personalized ads and emphasized its commitment to privacy. However, the court's decision is expected to have significant implications for the tech giant's business model.

Legal experts believe that this ruling demonstrates the importance of data protection principles, particularly when it comes to big tech companies like Meta. Although the decision is not binding for UK courts, it could influence similar challenges in other jurisdictions.

The case originated in Austria, where the Supreme Court sought clarification on how the GDPR applied to Schrems' complaint. The CJEU clarified that Schrems' public reference to his sexual orientation did not authorize the processing of any other personal data for advertising purposes. Schrems' legal team expects the Austrian Supreme Court to issue a final judgment soon.

This ruling underscores the ongoing privacy concerns surrounding the use of personal data by tech companies like Meta. It also highlights the evolving landscape of data protection laws and the challenges faced by regulators in ensuring the privacy rights of individuals in the digital age.

Vocabulary List:

1. **Consent** /kən'sent/ (noun): Permission for something to happen or agreement to do something.
2. **Implications** /,ɪmplɪ'keɪʃən/ (noun): The possible effects or results of an action or a decision.
3. **Regulators** /'rɛgjʊ,leɪtərs/ (noun): Official organizations that oversee and enforce rules and regulations.
4. **Clarification** /,klærɪfɪ'keɪʃən/ (noun): The action of making a statement or situation less confused and more comprehensible.
5. **Advertising** /'ædvər,tʌɪzɪŋ/ (noun): The activity or profession of producing advertisements for commercial products or services.
6. **Principles** /'prɪn.sə.pəlz/ (noun): Fundamental truths or propositions that serve as the foundation for a system of belief or behavior.



Comprehension Questions

Multiple Choice

1. According to the ruling by the EU's highest court, what must Meta do regarding people's data for personalized advertising?
 - Option: Limit its use
 - Option: Share it openly
 - Option: Sell it to third parties
 - Option: Ignore privacy concerns
2. Who filed the complaint that led to the ruling against Meta by the EU court?
 - Option: Max Schrems
 - Option: Mark Zuckerberg
 - Option: Jeff Bezos
 - Option: Tim Cook
3. What type of data did Schrems accuse Facebook of using for targeted advertising without his consent?
 - Option: Sensitive data like sexual orientation
 - Option: Basic demographic data
 - Option: Location data
 - Option: Purchase history
4. What is Meta's response to the ruling regarding the use of special category data for personalized ads?
 - Option: It does not use special category data for personalized ads
 - Option: It will increase the use of such data
 - Option: It will stop personalized advertising altogether
 - Option: It will share the data with other companies
5. What do legal experts believe this ruling demonstrates the importance of?
 - Option: Data protection principles
 - Option: Profit maximization
 - Option: Aggressive advertising
 - Option: Data sharing agreements
6. In which country did the case originate that led to the ruling against Meta?



- Option: Austria
- Option: Germany
- Option: France
- Option: Spain

True-False

7. The ruling stated that using sensitive data like sexual orientation for targeted advertising is allowed under data protection law.
8. The UK courts are legally bound by the decision made by the EU's highest court in this case.
9. The CJEU clarified that Schrems' public reference to his sexual orientation authorized the processing of other personal data for advertising purposes.
10. The ruling highlights the challenges faced by regulators in ensuring the privacy rights of individuals in the digital age.
11. The case originated in the UK and was later transferred to Austria for further jurisdiction.
12. Meta stated that it prioritizes profit over privacy concerns in its business operations.

Gap-Fill

14. The CJEU clarified that Schrems' public reference to his sexual orientation did not authorize the processing of any other personal data for advertising purposes. Schrems' legal team expects the Austrian Supreme Court to issue a final judgment _____.
15. Legal experts believe that this ruling demonstrates the importance of data protection principles, particularly when it comes to big tech companies like Meta. Although the decision is not binding for UK courts, it could influence similar challenges in other _____.
16. The case originated in Austria, where the Supreme Court sought clarification on how the GDPR applied to Schrems' complaint. The CJEU clarified that Schrems' public reference to his sexual orientation did not



authorize the processing of any other personal data for _____ purposes.

17. This ruling underscores the ongoing privacy concerns surrounding the use of personal data by tech companies like Meta. It also highlights the evolving landscape of data protection laws and the challenges faced by regulators in ensuring the privacy rights of individuals in the digital _____.

Answer

Multiple Choice: 1. Limit its use 2. Max Schrems 3. Sensitive data like sexual orientation 4. It does not use special category data for personalized ads 5. Data protection principles 6. Austria

True-False: 7. False 8. False 9. False 10. True 11. False 12. False

Gap-Fill: 14. soon 15. jurisdictions 16. advertising 17. age

Vocabulary quizzes

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

1. Which term relates to the Earth's atmosphere?

- Option: Atmospheric
- Option: Sustainable
- Option: Quartz
- Option: Congestion

2. What term refers to the act of setting up or putting into use?

- Option: Extraction
- Option: Deployment
- Option: Regulators
- Option: Constraints

3. Which word conveys the ability to adapt to various tasks or functions?

- Option: Implications
- Option: Revolutionize
- Option: Versatility
- Option: Optimization

4. What term means to make less severe serious or painful?

- Option: Irreversible



- Option: Mitigate
- Option: Curb
- Option: Indicators

5. Which word describes something that cannot be undone or changed back?

- Option: Advertise
- Option: Indicators
- Option: Irreversible
- Option: Harvesting

6. Which term refers to permission for something to happen or agreement to do something?

- Option: Allocation
- Option: Consent
- Option: Clarification
- Option: Devastating

7. What word means causing great damage or destruction?

- Option: Escalation
- Option: Mitigate
- Option: Devastating
- Option: Optimization

8. What is a hard mineral often used in electronic devices?

- Option: Quartz
- Option: Crucible
- Option: Atmospheric
- Option: Mitigate

9. Which term is used to describe overcrowding and traffic blockages?

- Option: Constraints
- Option: Consequences
- Option: Escalation
- Option: Congestion

10. Which term refers to the action of making the best or most effective use of a situation or resource?

- Option: Mitigate
- Option: Allocation
- Option: Revolutionize
- Option: Optimization

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

11. _____ development focuses on meeting the needs of the present without



compromising the ability of future generations to meet their own needs.

12. The conflict showed signs of _____ as both sides increased their military presence.
13. She always adhered to her moral _____ even in challenging situations.
14. The _____ of resources should be done fairly and efficiently to ensure optimal use.
15. The damage caused by the earthquake proved to be _____ and could not be repaired.
16. Efforts to _____ the effects of climate change need to be implemented urgently.
17. Despite financial _____ the project was successfully completed on time.
18. The invention of the smartphone helped to _____ the way people communicate.
19. Having a _____ plan in place is essential for dealing with unexpected events.
20. The company focused on _____ its production processes to reduce waste.

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

21. Government agencies that set and enforce rules and guidelines for industries and businesses are known as regulators.
22. The company invested heavily in advertising to promote its new product to a wider audience.
23. The decision to cut down the trees had severe consequences on the local ecosystem.
24. The manager provided further clarification on the new company policy during the meeting.
25. The melting pot acted as a crucible where different cultures mixed and blended together.
26. The artist's painting was filled with intricate details that required close observation.
27. The farmers were busy harvesting the ripe crops from the fields.
28. The conflict between the two countries showed signs of escalation as tensions rose.



29. The allocation of funds for the new project was carefully planned and monitored by the finance team.

30. The new technology has the potential to revolutionize the healthcare industry by improving patient care.

Answer

Multiple Choice: 1. Atmospheric 2. Deployment 3. Versatility 4. Mitigate 5. Irreversible 6. Consent
7. Devastating 8. Quartz 9. Congestion 10. Optimization

Gap-Fill: 11. Sustainable 12. Escalation 13. Principles 14. Allocation 15. Irreversible 16. Mitigate 17.
Constraints 18. Revolutionize 19. Contingency 20. Optimization

Matching sentence: 1. Regulators 2. Advertising 3. Consequences 4. Clarification 5. Crucible 6. Intricate
7. Harvesting 8. Escalation 9. Allocation 10. Revolutionize

CATEGORY

1. Sci/Tech - LEVEL5

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