



# Maximizing Personalized Ads: Meta's Data Limitation Strategy

## Description

The EU's top court says Facebook-owner Meta must use less of people's data for personalized ads. A campaigner, Max Schrems, complained that Facebook used his personal data without permission, like his sexuality, to target ads at him. The court ruled in his favor. It said Facebook cannot use sensitive data like sexual orientation for targeted ads without restrictions. Meta says it doesn't use special category data for ads and takes privacy seriously. Users can manage their data settings. Experts say the court's decision will affect Meta's business model. Similar challenges might happen in other countries. Mr. Schrems has taken Meta to court multiple times. The EU court's decision is not binding for the UK but could still have big consequences. The Austrian Supreme Court will give its final decision soon.

## Vocabulary List:

1. **Data** /'deɪtə/ (noun): Facts and statistics collected for reference or analysis.
2. **Sensitive** /'sensɪtɪv/ (adjective): Easily affected by external influences; involving issues that are likely to provoke controversy.
3. **Targeted** /'tɑ:ɡɪtɪd/ (adjective): Directed towards a specific group or objective.
4. **Restrictions** /rɪ'strɪkʃənz/ (noun): Laws or rules that limit or control something.
5. **Consequences** /'kɒnsɪkwənsɪz/ (noun): Results or effects that follow from an action or condition.
6. **Business model** /'bɪznəs 'mɒdəl/ (noun): A plan for how a company will generate revenue and make a profit.

## Vocabulary quizzes

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

1. Who presides over a court of law?  
Option: Doctors  
Option: Bakers  
Option: Judges  
Option: Carpenters
2. What medical condition involves tissue similar to the lining of the uterus growing outside the uterus?  
Option: Endometriosis  
Option: Appendicitis  
Option: Arthritis



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Option: Malaria

3. What refers to the results or effects of a particular action or situation?

Option: Consequences

Option: Origins

Option: Solutions

Option: Hypotheses

4. What describes the rationale of how an organization creates delivers and captures value?

Option: Business model

Option: Employee handbook

Option: Cookbook

Option: Atlas

5. What are the guidelines or rules set by an organization to achieve its goals?

Option: Menus

Option: Scripts

Option: Schedules

Option: Policies

6. What are microscopic organisms that exist in various forms?

Option: Bacteria

Option: Astronauts

Option: Giraffes

Option: Robots

7. What are assets acquired with the goal of generating income or appreciation?

Option: Lessons

Option: Gifts

Option: Investments

Option: Jokes

8. What refers to facts statistics or information collected for analysis?

Option: Emotions

Option: Data

Option: Gestures

Option: Proverbs

9. What are expressions of dissatisfaction or annoyance about a product or service?



- Option: Compliments
- Option: Complaints
- Option: Suggestions
- Option: Praise

10. What are limitations or conditions that constrain or control something?

- Option: Recipes
- Option: Contracts
- Option: Restrictions
- Option: Journals

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

11. \_\_\_\_\_ plays a crucial role in shaping the modern world.
12. The company focuses on meeting the needs and demands of the \_\_\_\_\_ market.
13. The advertisement \_\_\_\_\_ specific demographics to maximize effectiveness.
14. Personal development often involves continuous learning and \_\_\_\_\_.
15. The defendant vehemently denied the allegations made by the \_\_\_\_\_.
16. Training programs aim at \_\_\_\_\_ the skill sets of employees.
17. The storm caused \_\_\_\_\_ damage to the coastal areas.
18. The project team is \_\_\_\_\_ the workload among its members for better efficiency.
19. The average life \_\_\_\_\_ has significantly increased over the years.
20. Anniversaries are often a time to \_\_\_\_\_ milestones and achievements.

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

21. Regular exercise is to overall health and well-being.
22. The new research results show possibilities for future treatments.
23. The automobile has seen significant technological advancements in recent years.



24. An accurate is crucial for determining the appropriate medical treatment.
25. In a market companies strive to gain an edge over their rivals.
26. Carbon is a key in many organic compounds.
27. Some individuals have skin that requires special care.
28. Water is a simple composed of hydrogen and oxygen atoms.
29. in court evaluate evidence and deliver verdicts based on the law.
30. The new policy imposes certain on travel expenses.

## Answer

**Multiple Choice:** 1. Judges 2. Endometriosis 3. Consequences 4. Business model 5. Policies 6. Bacteria 7. Investments 8. Data 9. Complaints 10. Restrictions

**Gap-Fill:** 11. Technology 12. Consumer 13. targets 14. growth 15. accuser 16. enhancing 17. severe 18. splitting 19. expectancy 20. celebrate

**Matching sentence:** 1. Beneficial 2. Promising 3. Industry 4. Diagnosis 5. Competitive 6. Element 7. Sensitive 8. Compound 9. Judges 10. Restrictions

## CATEGORY

1. Sci/Tech - LEVEL2

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