



Optimizing Meta's Data Limits for Personalized Ads

Description

The highest court of the European Union has ruled that Facebook-owner Meta must limit the use of people's data for personalized advertising. This decision came after privacy campaigner Max Schrems raised concerns that Facebook was using his personal data, such as his sexual orientation, to target ads at him without his consent.

The Court of Justice for the European Union stated that data related to sensitive information like sexual orientation, race, or health status should not be used for personalized advertising without clear restrictions and safeguards in place. Meta, however, claims that it does not use such data for ad personalization.

Dr. Maria Tzanou from the University of Sheffield highlighted the importance of data protection principles, emphasizing that they are relevant and important especially when big tech companies handle personal data. This ruling is expected to have significant implications for Meta and could potentially impact its data processing practices in other jurisdictions.

Mr. Schrems' legal team confirmed that the Austrian Supreme Court, which referred the case to the EU's top court, is bound by the recent judgment. They are awaiting the Supreme Court's final decision in the coming weeks. Mr. Schrems has been challenging Meta's data processing practices in court multiple times, seeking to protect the privacy rights of EU users.

Vocabulary List:

1. **Ruling** /'ru:lɪŋ/ (noun): An official decision made by a court.
2. **Privacy** /'praɪ.və.sɪ/ (noun): The state of being free from public attention or interference.
3. **Safeguards** /'seɪf.gɑ:rdz/ (noun): Measures taken to protect someone or something.
4. **Implications** /,ɪmplɪ'keɪʃənz/ (noun): Possible effects or consequences of an action or a decision.
5. **Concerns** /kən'sɜ:rnz/ (noun): Worries or feelings of anxiety about something.
6. **Personalized** /'pɜ:rsən.ə.laɪzd/ (adjective): Tailored to an individual's preferences or characteristics.

Comprehension Questions

Multiple Choice



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1. Who raised concerns about Facebook using personal data for personalized advertising?
 - Option: Max Schrems
 - Option: Dr. Maria Tzanou
 - Option: Ratan Naval Tata
 - Option: Mark Zuckerberg

 2. According to the Court of Justice for the European Union, what type of data should not be used for personalized advertising without clear restrictions?
 - Option: Sensitive information like sexual orientation, race, or health status
 - Option: Publicly available information
 - Option: Financial data
 - Option: Social media activity

 3. Who emphasized the importance of data protection principles in handling personal data?
 - Option: Dr. Maria Tzanou
 - Option: Max Schrems
 - Option: Mark Zuckerberg
 - Option: Ratan Naval Tata

 4. What could potentially impact Meta's data processing practices according to the content?
 - Option: The recent ruling by the European Union court
 - Option: An upcoming technology conference
 - Option: Changes in employment policies
 - Option: New product launches

 5. Who is seeking to protect the privacy rights of EU users by challenging Meta's data processing practices in court?
 - Option: Max Schrems
 - Option: Dr. Maria Tzanou
 - Option: Mark Zuckerberg
 - Option: Ratan Naval Tata

 6. Which court is bound by the recent judgment of the European Union's top court?
 - Option: Austrian Supreme Court
 - Option: Supreme Court of the United States
 - Option: International Court of Justice
 - Option: European Court of Human Rights



True-False

7. Meta claims to use sensitive information like sexual orientation for ad personalization.
8. Dr. Maria Tzanou is affiliated with the University of Sheffield.
9. Mr. Schrems has only challenged Meta's data processing practices in court once.
10. Meta could potentially face significant implications due to the recent ruling.
11. The Austrian Supreme Court is awaiting the final decision of the European Union's top court.
12. The recent judgment emphasized the relevance and importance of data protection principles.

Gap-Fill

13. Meta must limit the use of people's data for personalized advertising according to the ruling of the Court of Justice for the European Union. This decision came after privacy campaigner Max Schrems raised concerns about Facebook using his personal data, such as his sexual orientation, to target ads at him without his consent. Dr. Maria Tzanou highlighted the importance of data protection principles, emphasizing that they are relevant and important, especially when big tech companies handle personal data. This ruling is expected to have significant implications for Meta and could potentially impact its data processing practices in other _____.
14. Mr. Schrems' legal team confirmed that the _____, which referred the case to the EU's top court, is bound by the recent judgment. They are awaiting the Supreme Court's final decision in the coming weeks. Mr. Schrems has been challenging Meta's data processing practices in court multiple times, seeking to protect the _____ of EU users.



Answer

Multiple Choice: 1. Max Schrems 2. Sensitive information like sexual orientation, race, or health status
3. Dr. Maria Tzanou 4. The recent ruling by the European Union court 6. Austrian Supreme Court

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

Gap-Fill: 13. jurisdictions 14. Austrian Supreme Court, privacy rights

Vocabulary quizzes

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

1. Which medical condition is characterized by recurrent seizures?

- Option: Inflammatory
- Option: Epilepsy
- Option: Senescence
- Option: Congenital

2. What is a criminal activity that involves a computer and a network?

- Option: Sanctions
- Option: Regulatory
- Option: Cybercrime
- Option: Scrutiny

3. Which technology uses biological data for identification purposes?

- Option: Disrupt
- Option: Biometric
- Option: Encryption
- Option: Safeguards

4. Which area is associated with regulatory compliance and market competition?

- Option: Sensory
- Option: Location
- Option: Business
- Option: Pathway

5. Which term describes something that has been improved or modernized?



- Option: Revamped
- Option: Uproar
- Option: Inquiries
- Option: Criticism

6. Which word best describes being watchful and alert for potential danger?

- Option: Mitigating
- Option: Vigilant
- Option: Privacy
- Option: Proficient

7. What term refers to the right of an individual to keep their personal information confidential?

- Option: Privacy
- Option: Inflammatory
- Option: Safeguards
- Option: Pathway

8. Which term describes something that is tailored to individual preferences or characteristics?

- Option: Epilepsy
- Option: Personalized
- Option: Congenital
- Option: Senescence

9. Which process involves gradual development and change over time?

- Option: Evolution
- Option: Revamped
- Option: Uproar
- Option: Disrupt

10. What is a specific point or position in physical space?

- Option: Location
- Option: Capsule
- Option: Regulatory
- Option: Biometric

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

11. The _____ regarding data security have prompted new legislation.

12. Implementing _____ measures can reduce the impact of potential risks.



13. The company faced intense _____ following the data breach.
14. The heist became _____ due to its scale and audacity.
15. Adhering to _____ requirements is crucial for operating legally.
16. The controversial decision caused a major _____ among the community.
17. The website was _____ to improve user experience.
18. The customer service team handles various _____ from users.
19. The artist faced harsh _____ for the controversial painting.
20. Data security was enhanced through advanced _____ techniques.

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

21. Implementing strong security measures can protect against unauthorized access and data breaches.
22. Exploring various career options can help individuals find the right for their future.
23. The process of aging is often accompanied by physical and cognitive changes known as .
24. Innovative technologies have the potential to traditional industries.
25. A condition that is present at birth is referred to as a anomaly.
26. After continuous practice and training he became highly skilled and in his craft.
27. The news article contained provocative and statements that sparked controversy.
28. The time summarized the main points of the lengthy presentation.
29. Every action has its own set of whether positive or negative.
30. The gradual of technology has transformed the way we live and work.

Answer

Multiple Choice: 1. Epilepsy 2. Cybercrime 3. Biometric 4. Business 5. Revamped 6. Vigilant 7. Privacy 8. Personalized



9. Evolution 10. Location

Gap-Fill: 11. Concerns 12. Mitigating 13. Scrutiny 14. Infamous 15. Regulatory 16. Uproar 17. Revamped
18. Inquiries 19. Criticism 20. Encryption

Matching sentence: 1. Safeguards 2. Pathway 3. Senescence 4. Disrupt 5. Congenital 6. Proficient
7. Inflammatory 8. Capsule 9. Consequences 10. Evolution

CATEGORY

1. Sci/Tech - LEVEL3

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