

International Working Group

on Data Protection

in Technology

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## P R E S S   R E L E A S E

Working Paper on Data Portability and on the Tracking and Targeting Ecosystem published

The International Working Group on Data Protection in Technology (the so-called Berlin Group), chaired by the Berlin Commissioner for Data Protection and Freedom of Information, Maja Smoltczyk, has adopted two working papers prior to its 67th meeting.

The Working Paper on the Risks emerging from the Tracking and Targeting Ecosystem in the Digital Advertising Market follows up on the Working Paper on Web Tracking and Privacy: Respect for context, transparency and control remains essential, which the Berlin Group published in 2013.

Since then the tracking technologies and the dimensions of data gathered in big data bases have developed and increased significantly, especially with the ability to track users across multiple devices.

The new paper outlines privacy and data protection concerns of the tracking, profiling and targeting ecosystem that can be used beyond digital advertising to seek to manipulate the opinion forming process. The paper provides recommendations to lawmakers, regulators, authorities and the companies involved on how to address these concerns.

Data portability is the principle that individuals should be able to both directly access and require transfer of some or all personal data held by a controller, in a reusable digital form. It may be one solution to address or mitigate issues related to individual autonomy and access rights. The Working Paper “The Case for Data Portability as a Privacy Protection in the Digital Age” explores the concept of data portability and its relationship to other recognised privacy and data protection concepts. The paper analyses the potential benefits data portability offers and reflects interrelated and complex policy issues to consider, both in the jurisdictional approach to data portability and in its im-

plementation.

The Working Papers are available for download at [www.datenschutz-berlin.de/infothek-und-service/veroeffentlichungen/working-paper/](http://www.datenschutz-berlin.de/infothek-und-service/veroeffentlichungen/working-paper/)

About the International Working Group on Data Protection in Technology (Berlin Group)

The International Working Group on Data Protection in Technology (IWGDPT, also known as “Berlin Group”) includes representatives from Data Protection Authorities and international organisations dealing with privacy matters from all over the world. It was founded in 1983 at the initiative of the Berlin Commissioner for Data Protection, who has since then been chairing the Group. The group formerly met under the name International Working Group on Data Protection in Telecommunication until 2019, when it was renamed to better reflect the focus of its work. The Group has adopted numerous recommendations (“Common Positions” and “Working Papers”) aimed at improving the protection of privacy in technology.

More information about the Work of the Group and the documents adopted by the Group are available for download on the website of the Group at <https://www.datenschutz-berlin.de/berlin-group>

Secretariat

Berliner Beauftragte für

Datenschutz und Informationsfreiheit

Friedrichstr. 219

D-10969 Berlin

Phone +49 / 30 / 13889 0

Fax: +49 / 30 / 215 5050

E-Mail:

[IWGDPT@datenschutz-berlin.de](mailto:IWGDPT@datenschutz-berlin.de)

Internet:

<http://www.berlin-privacy-group.org>

The Working Group has been initiated

by Data Protection Commissioners

from different countries in order

to improve privacy and data protection

in telecommunications and media