

International Working Group

on Data Protection

in Technologies

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PRESS RELEASE

Berlin Group (IWGDPT) publishes working papers on data portability and web tracking

The International Working Group on Data Protection in Technology (so-called Berlin Group),

headed by the Berlin Commissioner for Data Protection and Freedom of Information, Maja Smolczyk

has adopted two working papers in the run-up to its 67th (virtual) meeting on March 24, 2021.

The working paper "Risks arising from the tracking and targeting ecosystem in the digital advertising

market", ties in with the working paper "Webtracking and privacy: The consideration of context,

Transparency and control remain indispensable", which the Berlin Group published in 2013.

Since then, the tracking technologies and dimensions of data collected in Big Data databases have evolved

Data further developed and significantly enlarged. This also applies to the possibility of users over several

tracking across devices, which has uncovered a number of new privacy issues. The new paper

highlights the risks posed by the emerging tracking, profiling and targeting ecosystem that

can now also be used beyond digital advertising, for example to support opinion-forming processes

manipulate. The paper contains recommendations for legislators, regulators, authorities and those involved

companies on how to counter these risks.

Data portability is intended to enable individuals to access some or all of their personal

access data as well as request its transmission in a reusable digital form.

It can give consumers individual autonomy and extended access rights. The working paper "Ar-

for data portability as a means of data protection in the digital age" examines the con-

cept of data portability and its relationship to other recognized concepts for the protection of privacy

privacy and data protection. The paper analyzes the potential benefits that data portability offers,

and reflects interrelated and complex policy issues affecting both the legal approach of

Data portability and its implementation must be taken into account.

The working papers are available in English at [www.datenschutz-berlin.de/infothek-und-service/veroeff-](http://www.datenschutz-berlin.de/infothek-und-service/veroeffentlichungen/working-paper/)
[publications/working-paper/](http://www.datenschutz-berlin.de/infothek-und-service/veroeffentlichungen/working-paper/) available. A German translation will appear shortly.

About the International Working Group on Privacy in Technology ("Berlin Group")

The International Working Group on Privacy in Technology (IWGDPT, also known as "Berlin Group") consists of representatives of data protection authorities and organizations from all over the world world concerned with protecting privacy. The working group was established in 1983 as part of the International Data Protection Conference founded on the initiative of the Berlin State Data Protection Authority has chaired it ever since. The group met until 2019 under the name International Working Group on Datenschutz in the telecommunications and was then renamed to better focus their work to map. Since it was founded, the working group has made a large number of recommendations ("Common points" and "working papers") to improve the protection of privacy in telecommunications or technology adopted. Since the early 1990s, the group has been particularly involved with the protection of privacy on the Internet.

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

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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