

Targeted advertising: the Autorité de la concurrence imposes a fine of €150,000,000 on Apple for the implementation of the App Tracking Transparency (“ATT”) framework

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ATT FRAMEWORK:
the Autorité de la concurrence fines Apple **€150 MILLION**

The infographic consists of three vertical panels, each representing a criticism of the ATT framework. The first panel is pink and features an illustration of a woman looking confused at a smartphone with a question mark and a red 'X' icon. The second panel is purple and shows a flowchart of consent pop-ups with a green checkmark, a red 'X', and another green checkmark. The third panel is orange and depicts a balance scale with a smartphone on the higher side and a red 'X' in a circle.

Unnecessarily complex user journey
The framework imposed does not meet GDPR requirements
Publishers must display a 2nd consent pop-up

Non-neutral framework
The interaction between the different consent pop-ups disadvantages app publishers
Consent for tracking must be confirmed **twice** but refused only **once**

Asymmetrical treatment
Apple does not apply, for access to its own apps, the same rules as those applied to third-party app publishers
User access to Apple apps is simpler

Autorité de la concurrence

Transparency (“ATT”) framework

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