

# Targeted advertising: no urgent interim measures against Apple but the Autorité continues to investigate into the merits of the case

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TARGETED ADVERTISING

## No urgent interim measures against APPLE but the Autorité continues to investigate into the merits of the case

Decision 21-D-07 of 17 March 2021



### What is the ATT feature?

As part of the deployment of iOS14, Apple planned to set up a feature called ATT for App Tracking Transparency.

This device consists in **displaying a window requiring the explicit consent of the user** of an application when the latter wishes to monitor his/her activities on other applications or websites.

**The user may therefore authorise or refuse the collection by third parties of his/her personal data** for the purposes of targeted advertising.



### What do the online advertising players have against Apple?

Online advertising players believe that Apple's ATT feature imposes **unfair transaction conditions on them** - the consent collection already exists for application developers - and adds additional undue obligations.

In their complaint, they also requested the issuing of urgent interim measures.



### What is the nature of the Autorité's decision?

**The Autorité does not issue urgent interim measures.** Indeed, Apple's strategy does not appear, at this stage, to be anticompetitive and falls within the legitimate exercise of its commercial strategy in terms of the protection of personal data.

**However, the Autorité continues to investigate into the merits of the case** to verify that Apple did not apply less restrictive rules to itself than on other application developers ('self preferencing').

Autorité de la concurrence

## PRESS RELEASE OF 17 MARCH 2021

Targeted advertising / Apple's implementation of the ATT solicitation. The Autorité does not issue urgent interim measures against Apple but continues to investigate into the merits of the case

[See the press release](#)