Advertising on iOS mobile applications: the General Rapporteur confirms having notified the Apple group of an objection

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The General Rapporteur of the Autorité de la concurrence has confirmed that an objection has been notified to the Apple group, concerning practices in the distribution of mobile apps sector, which are likely to have consequences on several related markets for advertising and consumer services.

Apple is accused of abusing its dominant position by implementing discriminatory, non-objective and non-transparent conditions as regards the data mining of user data for advertising purposes.

This investigation opens inter partes proceedings and makes it possible to exercise rights of defence. It does not prejudge the culpability of the company that has received notification of objections. Only an inter partes investigation that respects the rights of defence of the company concerned will enable the Board to determine, after exchanging written observations and following an oral hearing, whether or not the objection is well-founded.

The Autorité de la concurrence will not comment further on the practice in question.

group of an objection

See the press release