

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

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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

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](#)