

# EU Court Rules Against Meta's Data Retention Practices for Ad Targeting

October 7, 2024



**The European Union's top court has once again issued a ruling limiting Meta's use of user information for ad targeting strategies. The ruling aligns with an earlier opinion published by a court adviser, urging for restrictions on the amount of time companies can retain customer personal data for advertising purposes.**

The EU's General Data Protection Regulation (GDPR), established in 2018, outlines an individual's "right to be forgotten" and the right to rectification and erasure of personal data. Failure to comply with the GDPR can result in hefty fines, as evidenced by Meta's \$414 million fine last year for illegally requiring users to accept personalized ads.

Meta has been involved in ongoing disputes with the EU over the use of personal data in relation to the Digital Markets Act. Last year, the EU's Court of Justice ruled that Meta needed to obtain consent before delivering personalized ads to users in the region.

The latest ruling underscores the EU's commitment to protecting individuals' privacy and ensuring that companies adhere to strict data protection regulations. It serves as a reminder to tech giants that excessive data collection and use for targeted advertising can lead to legal consequences.