

6 July 2023

## Case Reference IC-237189-C8V5

### Your request

You asked us for the following:

- "A copy of the ICO's strategic plan for tackling online tracking that erodes privacy through the use of ad-tech
- How many enforcement actions have been taken since 2021 and the ICO reopening of its adtech investigation <https://ico.org.uk/about-the-ico/media-centre/news-and-blogs/2021/01/adtech-investigation-resumes/> (**Please note, I am not interested in action taken over unsolicited calls and texts.**)"

We received your request on 8 June.

Where your questions satisfy the criteria of a valid information request, we have considered your request under the Freedom of Information Act 2000 (FOIA).

### Our response

We can confirm that we hold information within scope of your request.

The [ICO25 Strategic Plan](#) was published in July 2022 and sets out the ICO's current programme to tackle privacy harms arising from the use of online tracking. This includes:

- exploring the use of targeted advertising of gambling on social media and the use of personal information within the gambling sector;
- influencing changes such as the phasing out of third-party cookies to create a more privacy-oriented internet; and

- working with government, industry and other regulators to give web users meaningful control over how they are tracked online and move away from cookie pop-ups.

In response to the second part of your request, we can confirm after having performed reasonable searches that the ICO has issued two enforcement actions that relate, at least in part, to Adtech, further details provided below. Please note, this figure excludes Information Notices and Assessment Notices, as we do not consider that these qualify as Enforcement Actions.

- 1) Reprimand issued to [Grindr](#) in July 2022- relates to poor practices around the platform sharing special category data with third parties who appear to be Adtech providers and/or data brokers.
- 2) Reprimand issued to the Government Communication Services in December 2021- relates to the use of real-time bidding technology.

This concludes our response.

We hope you find this information helpful.

### **Next steps**

You can ask us to review our response. Please let us know in writing if you want us to carry out a review. Please do so within 40 working days.

You can read a copy of our full review procedure [here](#).

If we perform a review but you are still dissatisfied, you can complain to the ICO as regulator of the FOIA. This complaint will be handled just like a complaint made to the ICO about any other public authority.

You can [raise a complaint through our website](#).

## Your information

Our [Privacy notice](#) explains what we do with the personal data you provide to us, and set out your rights. Our retention schedule can be found [here](#).

Yours sincerely



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