

September 2020 marks two years since my formal complaint to the Irish Data Protection Commission about the “Real-Time Bidding” (RTB) data breach. This submission demonstrates the consequences of two years of failure to enforce.

## Key Insights

- Real-Time Bidding operates behind the scenes on websites and apps. It constantly broadcasts the private things we do and watch online, and where we are in the real-world, to countless companies. As a result, we are all an open book to data broker companies, and others, who can build intimate dossiers about each of us. **Google’s RTB system sends this data to 968 companies (see Appendix F for a 27 page list of these companies).**
- A data broker company that uses RTB data to profile people **influenced the 2019 Polish Parliamentary Election by targeting LGBTQ+ people.** See page 5.
- Google’s RTB system allows users to target 1,200 people in Ireland profiled in a “**Substance abuse**” category, based on a data broker profile built with RTB data. Other health condition profiles from the same data broker available via Google included “**Diabetes**”, “**Chronic Pain**”, and “**Sleep Disorders**”. See page 6.
- The IAB’s RTB system allows users to target 1,300 people in Ireland profiled in a “**AIDS & HIV**” category, based on a data broker profile build with RTB data. Other categories from the same data broker include “**Incest & Abuse Support**”, “**Brain Tumor**”, “**Incontinence**”, and “**Depression**”. See page 6.
- A data broker that gathers RTB data tracked **the movements of people in Italy** to see if they observed the **Covid-19 lockdown.** See page 11-12.
- A data broker that illicitly **profiled Black Lives Matters protesters** in the United States has also been allowed to gather **RTB data about Europeans.** See page 9.
- The industry template for profiles includes intimate personal characteristics such as “**Infertility**”, “**STD**”, and “**Conservative**” politics. See pages 13-15.
- RTB is the most massive data breach yet recorded, involving millions of websites and apps, and hundreds of billions of individual data leaks per day. Google’s RTB system now **sends people’s private data to more companies, and from more websites than when the DPC was notified two years ago.** A single ad exchange using the IAB RTB system now sends 120 billion RTB broadcasts in a day, an **increase of 140% over two years ago when the DPC was notified.** See pages 16-18.