# Twitter Changes Its Data-Sharing Controls for Mobile App Ad Measurements

|
3 hours ago
Twitter began alerting users to a change in how it shares data with business partners, specifically related to mobile application ads measurement.

An update began appearing atop users' feeds, reading, "An update to your data-sharing settings: The control you have over what information Twitter shares with its business partners has changed. Specifically, your ability to control mobile app advertising measurements has been removed, but you can control whether to share some non-public data to improve Twitter's marketing activities on other sites and apps. These changes, which help Twitter to continue operating as a free service, are reflected now in your settings."

A link to this help center page was also provided.

A Twitter spokesperson clarified that the change affects a data-sharing setting relating specifically to mobile apps measurement, and it applies globally to all users except those in the European Union, European Free Trade Association states and the U.K., in order to comply with the General Data Protection Regulation.

The social network further elaborated: "Twitter shares certain non-public personal information with advertisers who run mobile app advertising campaigns through Twitter. This information can include which ads a particular browser or

device saw, watched or otherwise interacted with; but it does not include your name, email, phone number or Twitter username. For example, Twitter might share that a mobile device identifier viewed or clicked on an ad for a particular mobile application."

The spokesperson said, "This is part of our ongoing work around transparency and control. We want to ensure that people understand the settings we provide, what they do and how to use them."

https://www.adweek.com/digital/twitter-changes-its-data-sharing-controls-for-mobile-app-ad-measurements/