Twitter Updates Terms, Privacy Policy to Reflect Previously Detailed Settings Changes

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Twitter updated its Terms and Privacy Policy to reflect changes to one of its settings that were revealed to users last month.

In early April, some Twitter users began seeing an update atop their 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 Twitter spokesperson clarified at the time that the change affects a data-sharing setting relating specifically to mobile applications 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 last month: “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."

Twitter said in a blog post Tuesday that further updates were made to reflect Brexit, including calling out the U.K. separately from the rest of the EU, and all of the changes were made to its Terms of Service and Privacy Policy, with the revisions set to go into effect June 18.

The social network wrote Tuesday, "We updated our Privacy Policy to make clear that in limited cases, Twitter shares information with other companies to help prevent things like state backed information operations across the web. For example, accounts that attempt to manipulate the conversation on Twitter may also try to post that same information elsewhere online. Being able to share this information helps us to act quickly with our peers to protect the people using our service."

https://www.adweek.com/digital/twitter-updates-terms-privacy-policy-to-reflect-previously-detailed-settings-changes/