

Report on Supply Chain Compliance Volume 3, Number 16. August 20, 2020 Twitter faces fine for using two-factor identification for marketing

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After Twitter disclosed in October 2019 that it had used sensitive information for marketing purposes, investigations by the Federal Trade Commission (FTC) may now <u>result in a fine^[1]</u> of up to USD 250 million. <u>Twitter claimed the use of this data was unintentional in October</u>, stating, "We recently discovered that when you provided an email address or phone number for safety or security purposes (for example, two-factor authentication) this data may have inadvertently been used for advertising purposes, specifically in our Tailored Audiences and Partner Audiences advertising system."^[2]

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