



DMA Enforcement Workshops Meta

Brussels, 3 July 2025



Introduction by the Commission

Digital Markets Act (DMA)

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Compliance reports



Gatekeepers need to comply with the obligations laid down in Articles 5, 6 and 7 DMA within 6 months after their designation. Within the same deadline, they need to provide the Commission with a report describing in a detailed and transparent manner the measures they have implemented to ensure compliance with these obligations, and to publish a non-confidential summary of such reports. Both the report and the non-confidential summary must be updated at least annually. The Commission makes a link to these summaries available on its website under Article 11 DMA.

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[Alphabet Inc.](#)[Amazon.com, Inc.](#)[Apple Inc.](#)[Booking Holdings Inc](#)[ByteDance Ltd.](#)[Meta Platforms, Inc.](#)[MICROSOFT CORPORATION](#)

Meta Platforms, Inc.

[Compliance report - 6 March 2024](#) [Compliance report 6 March 2025](#) 

MICROSOFT CORPORATION

[Compliance report](#) 



Presentation by the Commission on the ongoing regulatory dialogue

Agenda (I)

9:00-9:30	Registration/coffee
9:30-9:40	Introductory remarks by the Commission
Update on the first year of DMA compliance	
9:40-9:55	Presentation by the Commission on regulatory dialogue with Meta
9:55-10:30	Presentation by Meta on the evolution and effectiveness of its compliance measures over the past year Key Themes from the past 12 months (incl. Art. 6 (2), 5 (2), and ads transparency)
10:30-10:50	Q&A on the presentation and open discussion
10:50-11:20	Coffee break
Data combination in Meta's advertising services	
11:20-11:25	Introductory remarks by the Commission
11:25-11:55	Presentation by Meta on Accounts Center and the compliance of its advertising model with the DMA
11:55-12:15	Q&A on the presentation and open discussion

Agenda (II)

Lunch Break 12:15-13:15

Information session on Meta's data portability solutions

13:15-13:20

Introductory remarks by the Commission

13:20-13:45

Presentation by Meta on its data portability solutions
Practical information on Meta's compliance solution for data portability - what is available and where to find it.

13:45-14:00

Q&A on the presentation and open discussion

The interoperability of Meta's messaging services

14:00-14:05

Introductory remarks by the Commission

14:05-14:30

Presentation by Meta of interoperability on its messaging services
An overview of interoperability on WhatsApp and Messenger, focusing on the user experience, and future developments.

14:30-14:50

Q&A on the presentation and open discussion

14:50-14:55

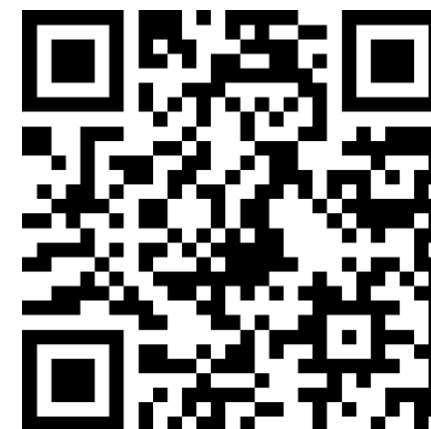
Concluding Remarks by the Commission

Rules of engagement

- No reference to ongoing or past proceedings
- No attacks; questions should remain polite and constructive.
- The Commission will moderate the discussions. Its role will be to steer the discussion
- The Commission will not provide legal interpretations / take any positions
- No sharing of business sensitive information
- Goal is to hear stakeholders' feedback on the concrete compliance solutions
- We may not be able to take all comments and questions. Any further observations can be sent to EC-DMA@ec.europa.eu

Rules for the Q&A

- When taking the floor always state your **name and organisation** (in room and via **slido**)
- Anonymous questions on **slido** will not be discussed
- Questions and comments should be
 - **clear and short = 2 min max,**
 - **relevant and on-topic of the specific DMA obligation,**
 - **constructive.**
- **One question or comment per intervention**



slido

Online questions and comments via:

<https://slido.com/>

Code #: 1955925



Session 1 - Update on the first year of DMA compliance

Article 5(2)

Data combination

- Gatekeepers must obtain **explicit user consent** before **combining or cross-using personal data** from their core platform services.
- Article 5(2) DMA frames these requirements within the broader **objectives of enhancing contestability and fairness**, encouraging **transparency** and protecting **user rights** in the digital landscape.

Main points emerging from the regulatory dialogue

- Users can decide not to allow combination of their personal data across Meta services:
 - **Messenger updates**
 - **Threads updates**
- Users can decide not to allow personal data from their Facebook service to be combined and used in **Gaming Play & Dating**, and keep their experiences separate.

Article 6(2)

Gatekeepers prohibited from using, in competition with business users, non-public business user data provided to the CPS

Includes any aggregated and non-aggregated data generated or provided by business users or their customers

Aim to prevent gatekeepers from unfairly benefitting from a dual role position by leveraging data obtained through their CPS

Applies to the gatekeeper as a whole (not limited to the business unit that competes with the business users of a CPS)

Regulatory dialogue

Scope of data covered by Article 6(2)

Organisational and technical safeguards

Required training for employees

Meta's terms and conditions and its Code of Conduct for employees

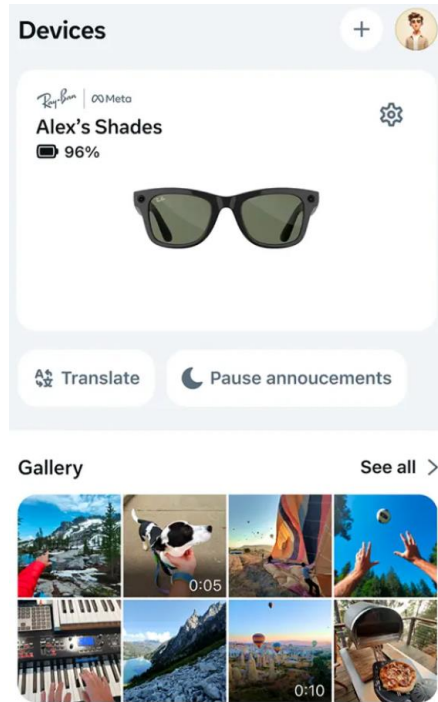
Ad Transparency

Publishers:
How much did I get?
How much did
advertisers pay?



Advertiser:
How much did I pay?
How much did publishers
get?

AI at Meta



Facebook



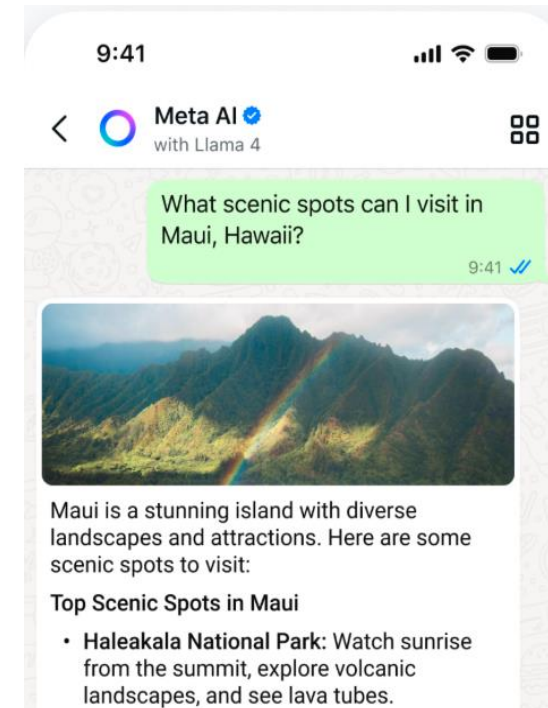
Messenger



Instagram



WhatsApp



Regulatory dialogue on AI

Combination and cross-use of personal data of end users to ...



train Llama
models



fine-tune
Meta AI



offer AI
within its
CPSs



personalise
other Meta
services





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Coffee break



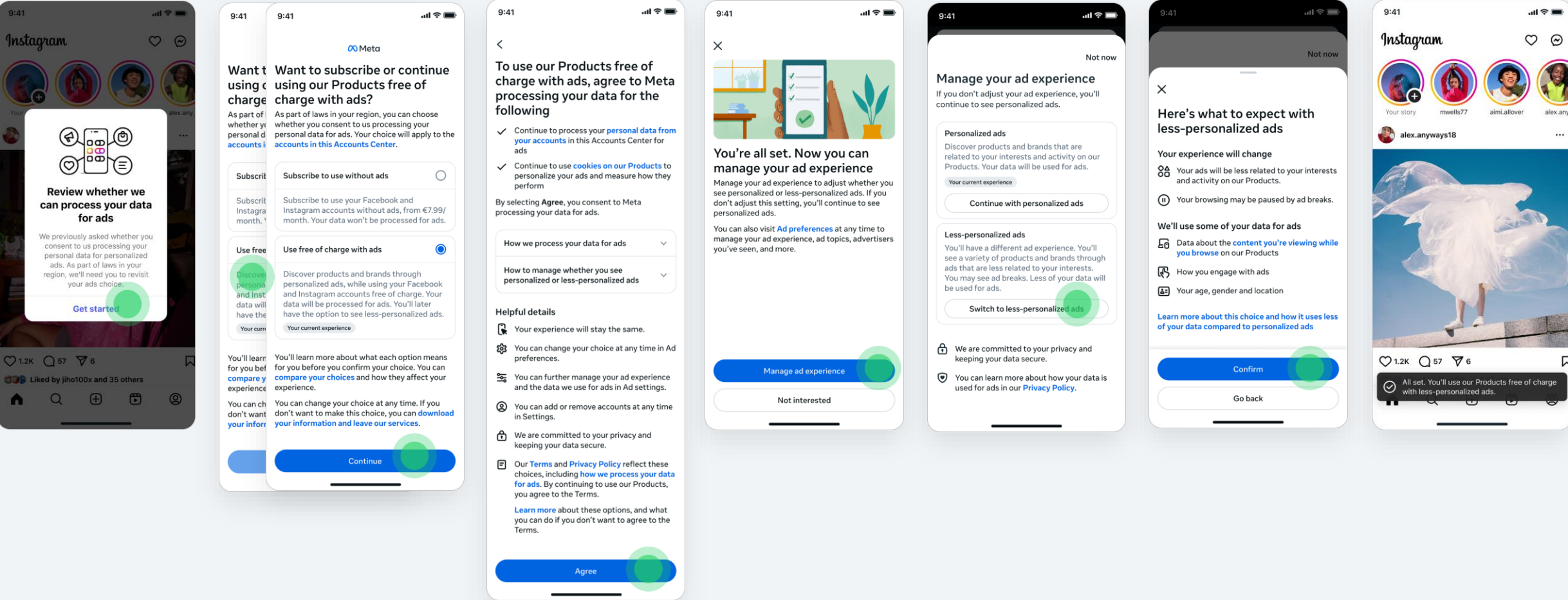
Session 2 - Data combination in Meta's advertising services

DMA Article 5(2): Data Combination

EU Commission Public Workshop

3 July 2025

Ads Choice flow



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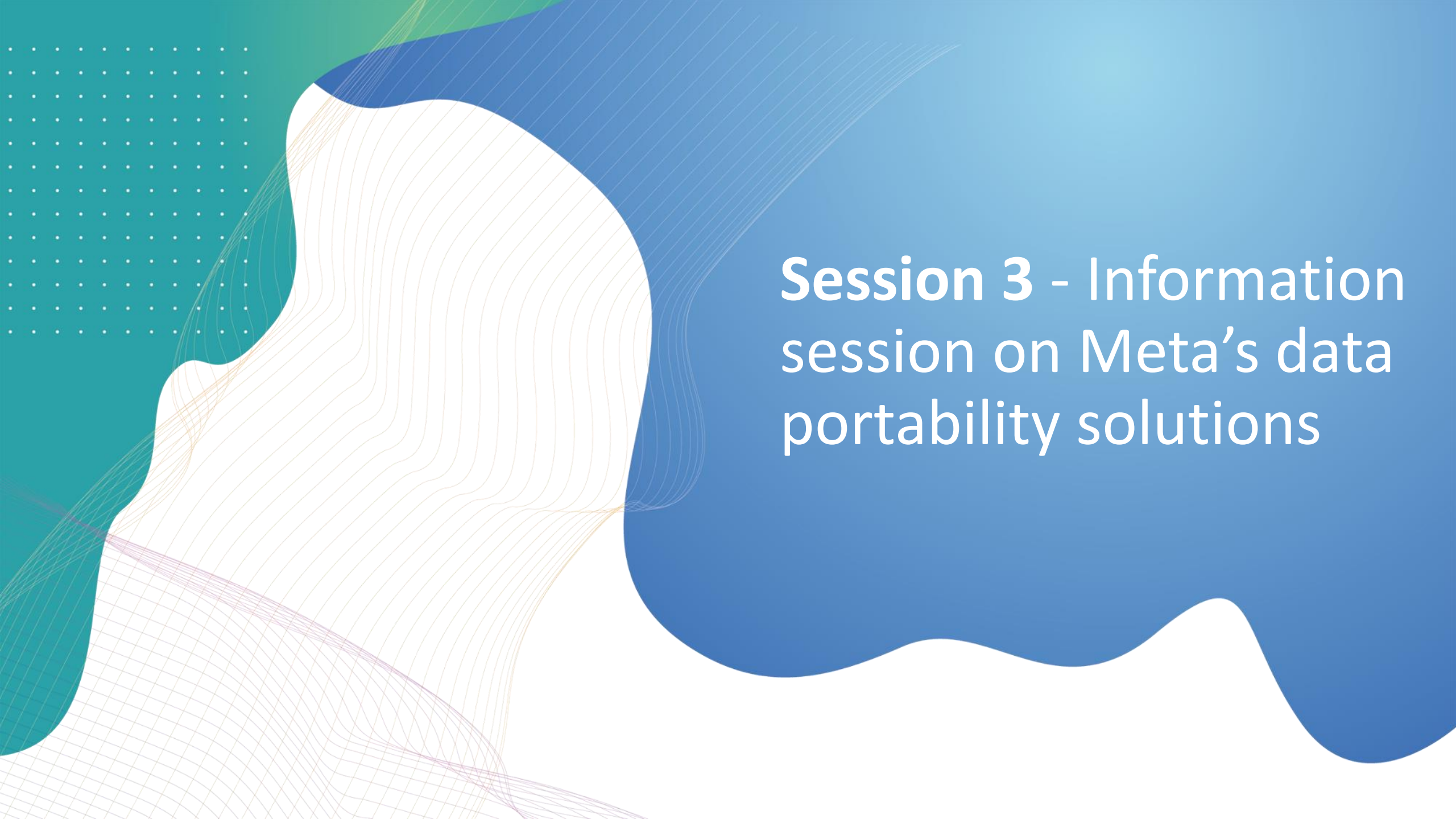
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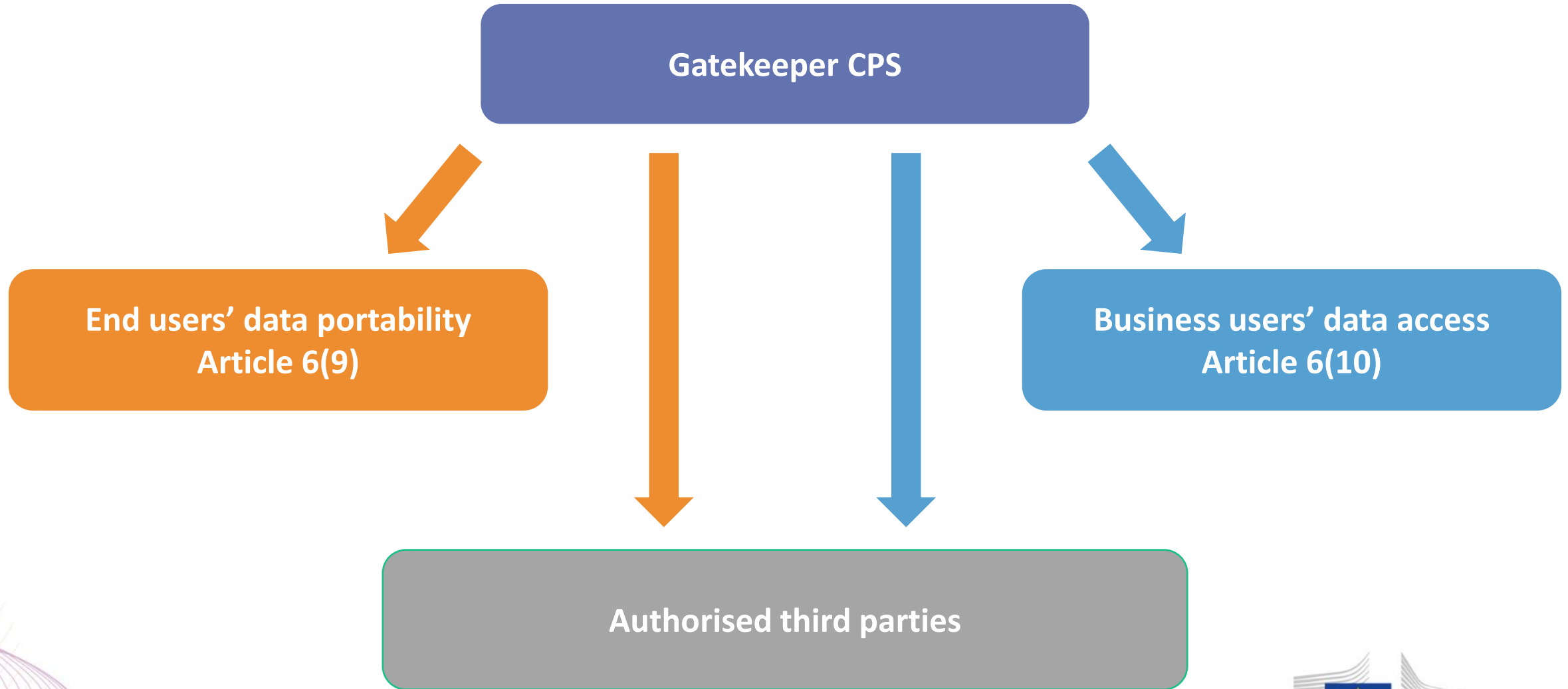


Lunch break

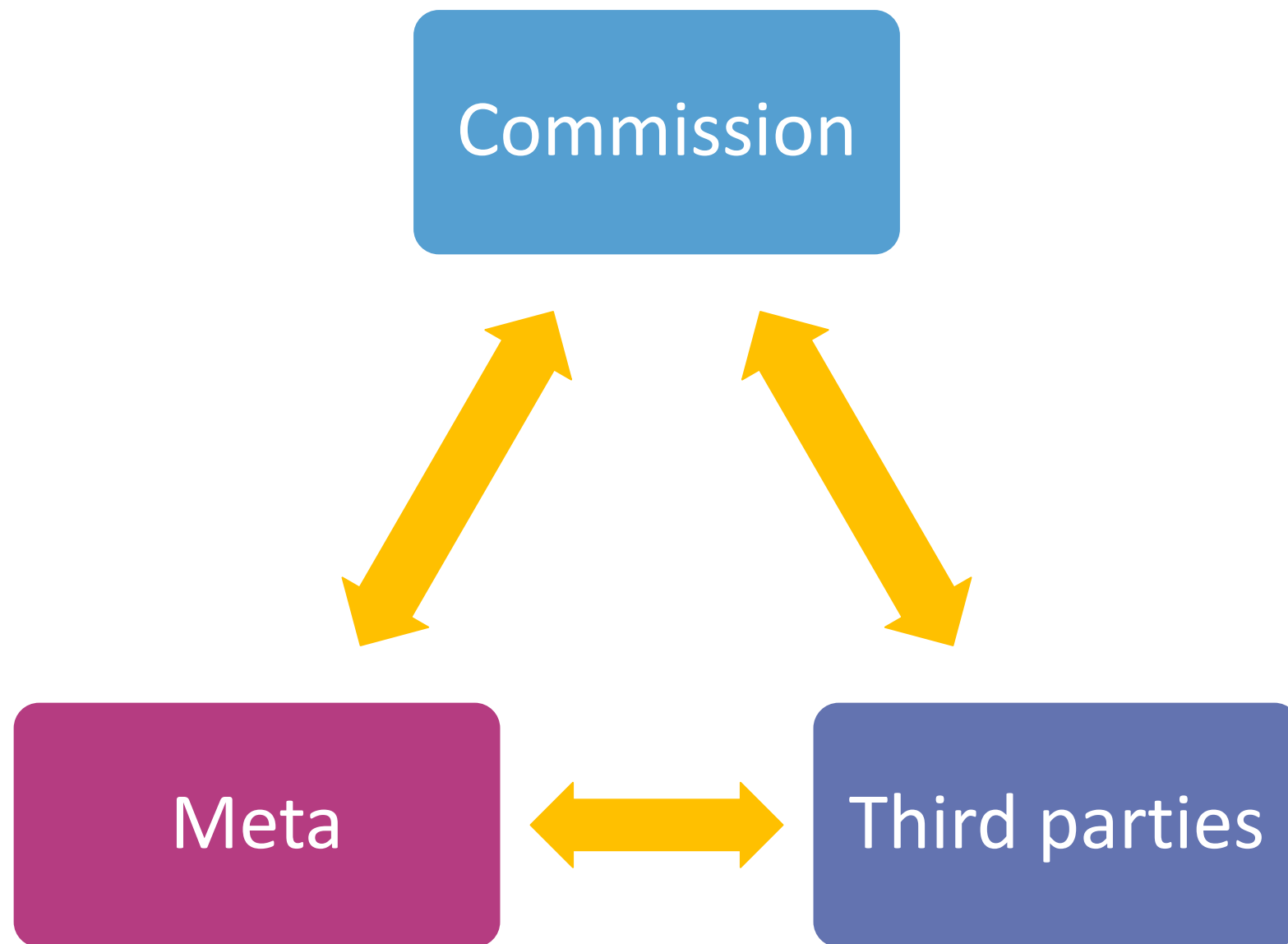


Session 3 - Information session on Meta's data portability solutions

Articles 6(9) and 6(10)



Regulatory dialogue



Focus of the regulatory dialogue – end user data portability (Art. 6(9))

Frequency and duration of transfers enabled by Meta's portability tools

Ease of integration with Meta's portability APIs (amount of work required from third parties to do so)

Impact of Meta's choice for a "push" technical solution

Transparency of the tools (dedicated portals/webpages with appropriate guidance and onboarding information)

Focus of the regulatory dialogue – data access for business users (Art. 6(10))

Scope of the data covered

Granularity of available datasets

Transparency of the tools (dedicated portals/webpages with appropriate guidance and onboarding information)

Process allowing business users and 3Ps to request additional data not currently covered by the tools

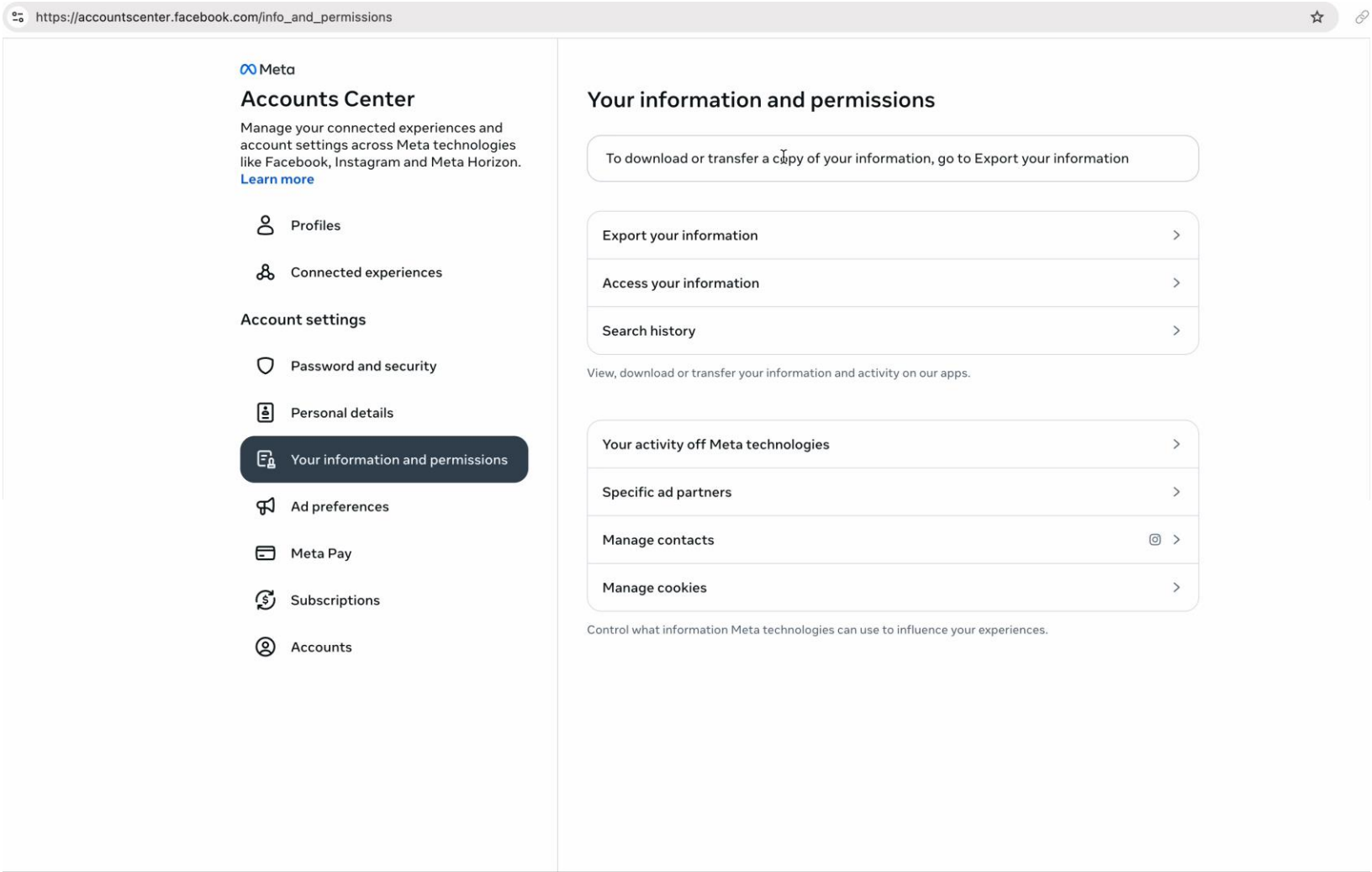
DMA Article 6(9): Data Portability

EU Commission Public Workshop

3 July 2025

Data portability — End user

Meta’s new Export Your Information tool



Developer onboarding — Navigate to the portal

Visit the developer portal:
developers.facebook.com/docs/data-portability

Meta

DocsToolsSupport

Search

Get started

Docs > Data Portability

Data Portability

Overview

Onboarding Guide

Deep Linking Guide

Deep Linking Parameters

FAQ

Glossary

Support

Data Portability Developer Guide

Documentation Contents

Overview

Developer Portal

Onboarding Guide

Deeplinking Guide

Deeplinking Data Parameters

Frequently Asked Questions

Glossary

Support

Data Portability Developer Guide

Meta believes in the principle of data portability. If you share data with one service, you should be able to move it to another. This gives people choice and enables developers to innovate and compete. Data portability requires common standards, which is why we support standard data transfer formats and are [Data Transfer Initiative \(DTI\)](#) partners, building our data portability solutions using open-source software such as the [Data Transfer Project](#).

Following onboarding via the Developer Portal, developers can list their platform as a destination on Meta's **Download Your Information (DYI)** and/or **Transfer a copy of Your Information (TYI)** tools. Follow our [Onboarding Guide](#) to learn how.

Documentation Contents

Overview

Developer Portal

Onboarding Guide

Deeplinking Guide

Deeplinking Data Parameters

Frequently Asked Questions

Glossary

Support

Overview

Learn about the process to onboard as a Data Transfer app destination.

Developer Portal

Visit the Developer Portal to begin onboarding and track your progress towards becoming a data portability destination at Meta.

Onboarding Guide

Follow a detailed guide for onboarding as a Data Transfer app.

Deeplinking Guide

Follow a detailed guide for integrating deeplinks into your platform.

Deeplinking Data Parameters

Learn about the data types you can implement within your deeplinks.

Frequently Asked Questions

Get support in onboarding by reading the frequently asked questions.

Glossary

Learn about the specific terminology used in data portability.

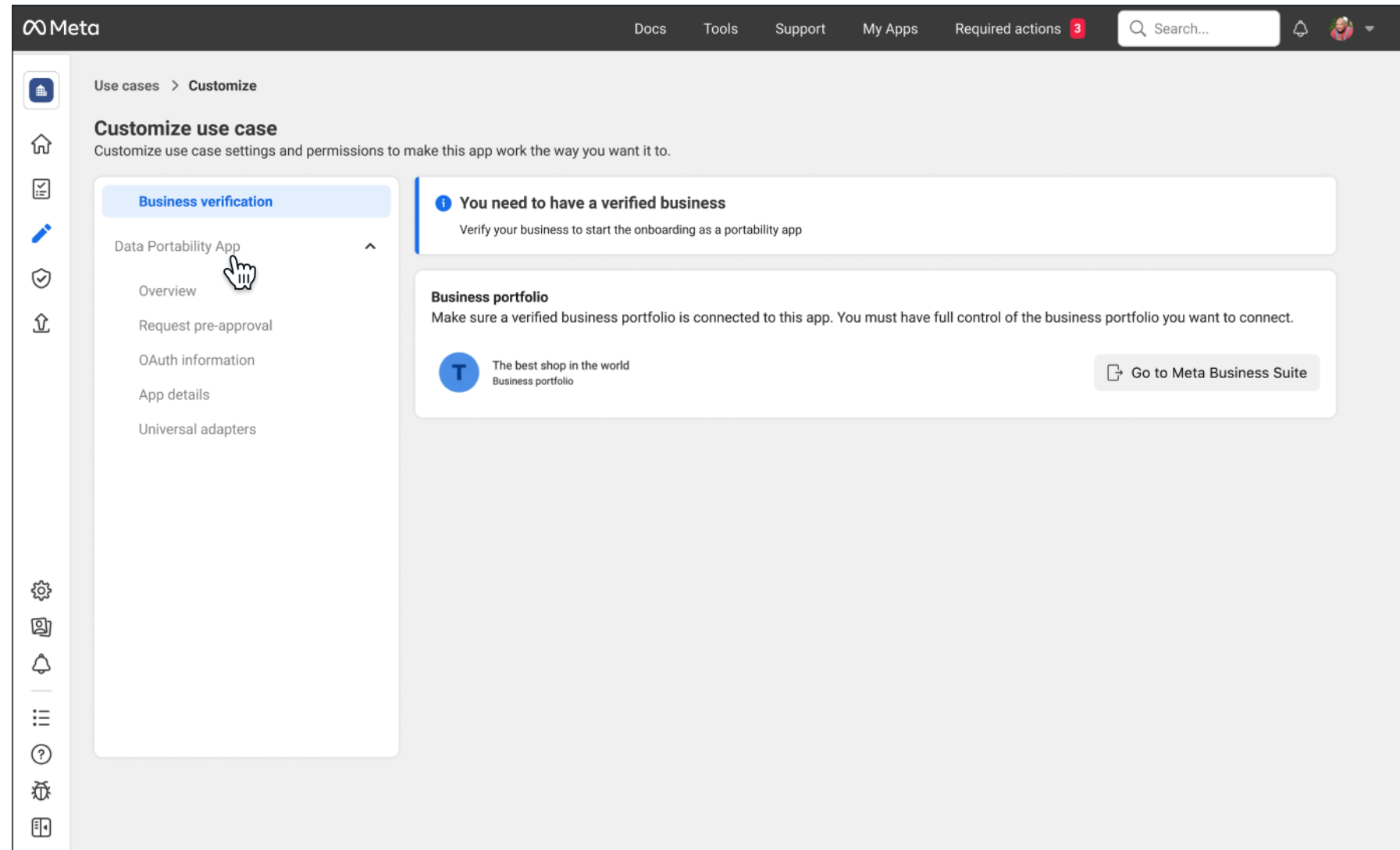
Support

Learn about how to get in touch with Meta's data portability team.

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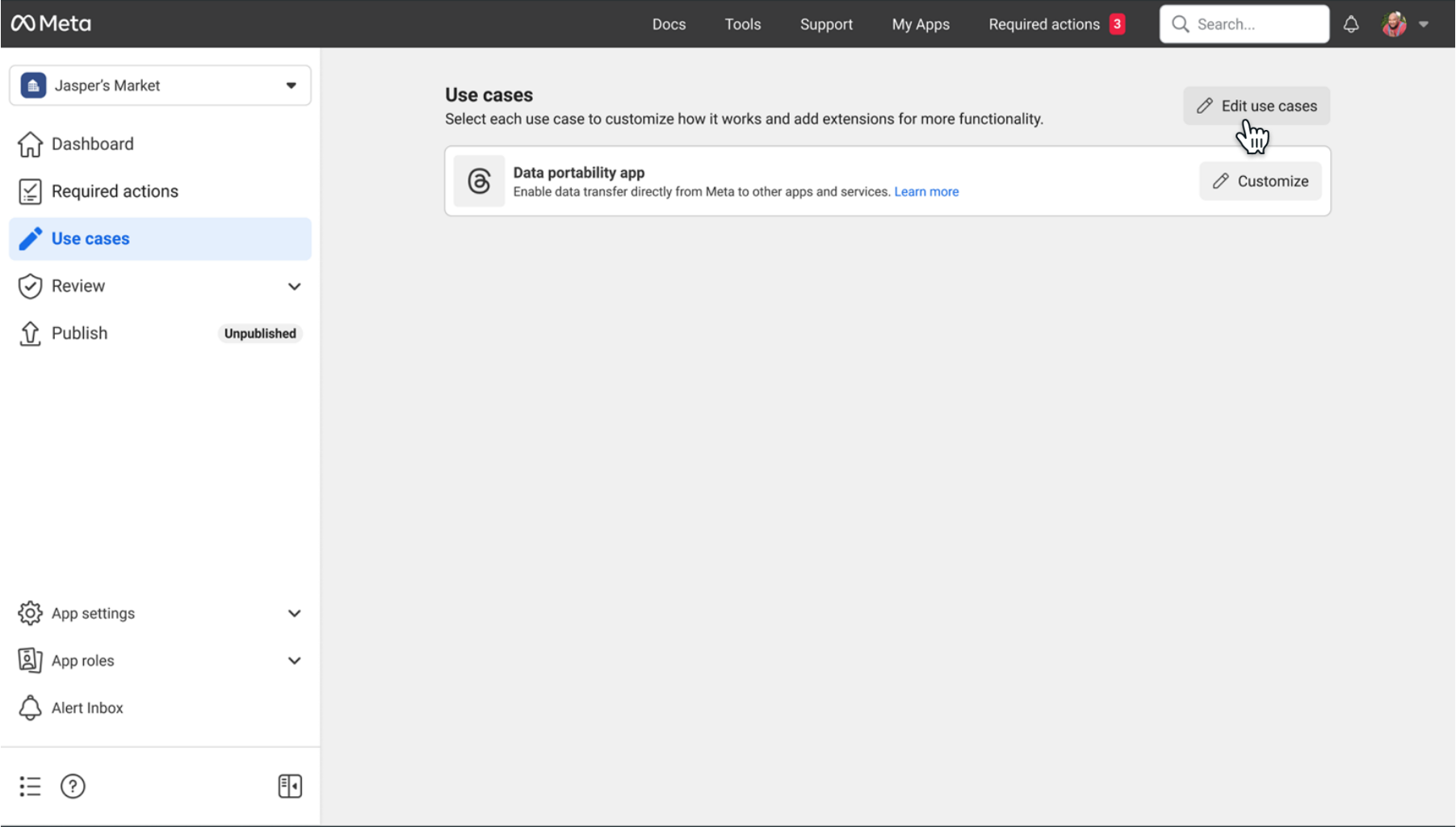
Developer onboarding — App creation process

Select the Data Portability App button



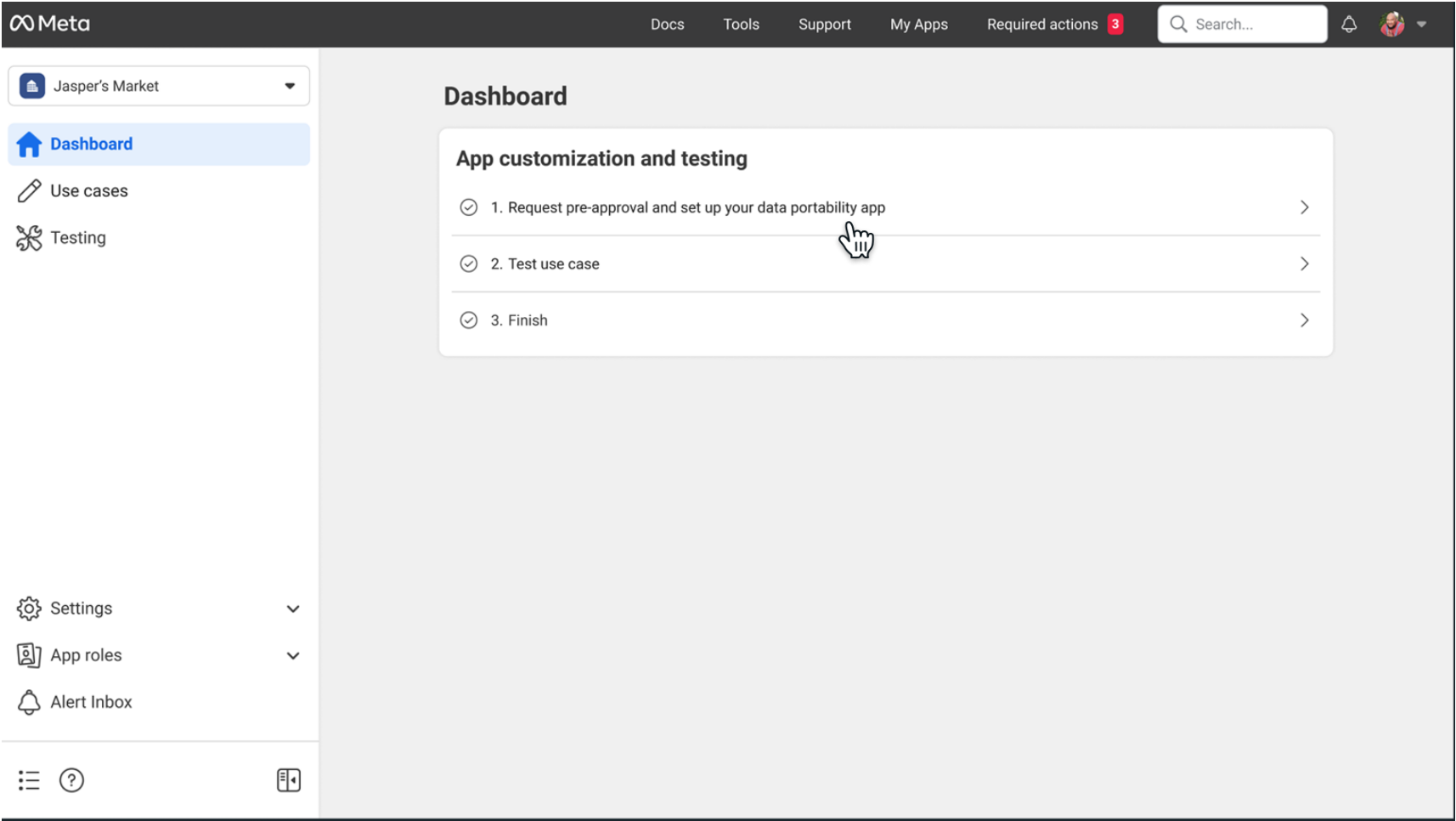
Developer onboarding — App creation process

Confirm use cases and add extensions



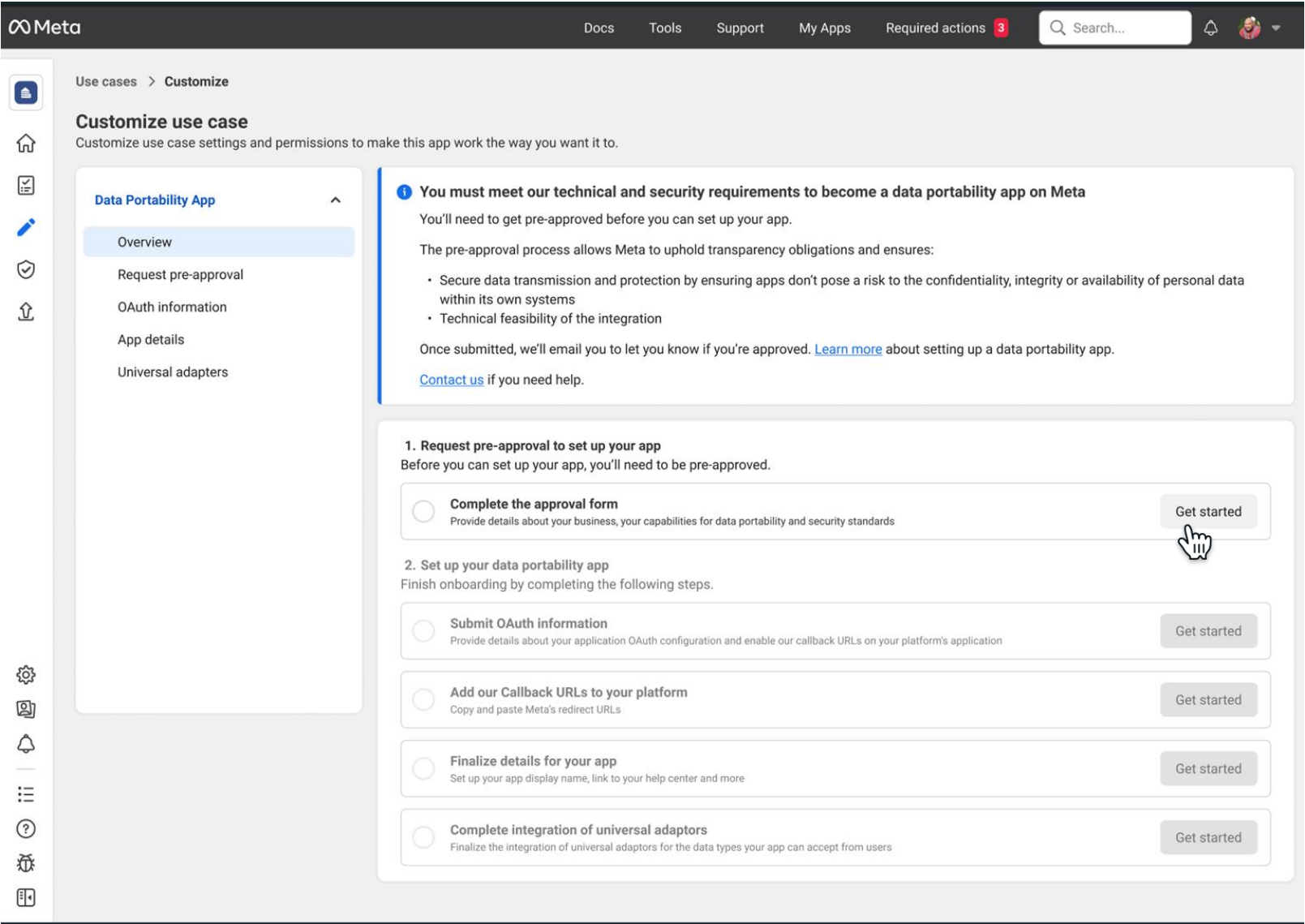
Developer onboarding — App creation process

Navigate to the dashboard to complete app customization and testing














Developer onboarding — App creation process

Complete the approval form to become a data portability app



Developer onboarding — App creation process

Request pre-approval of your data portability app



Use cases > Customize

Customize use case

Customize use case settings and permissions to make this app work the way you want it to.

Data Portability App

Overview

Request pre-approval

OAuth information

App details

Universal adapters

Business information

Provide basic details about your company and website

Company name

Photobucket SAS

Link to your company's website

https://www.photobucket.com

Contact email

me@photobucket.com

Privacy Policy URL

https://app.photobucket.com/legal/privacy-policy

Terms of Service URL

https://www.photobucket.com/terms

Data portability content types

Help us determine how we can partner with you to provide the best data portability experience.

What types of content do you support that Meta users could transfer to your platform?

Select one or more

Your security standards

It's important that we know your privacy and security standards and past history with users' data.

How do people report security issues in your app?

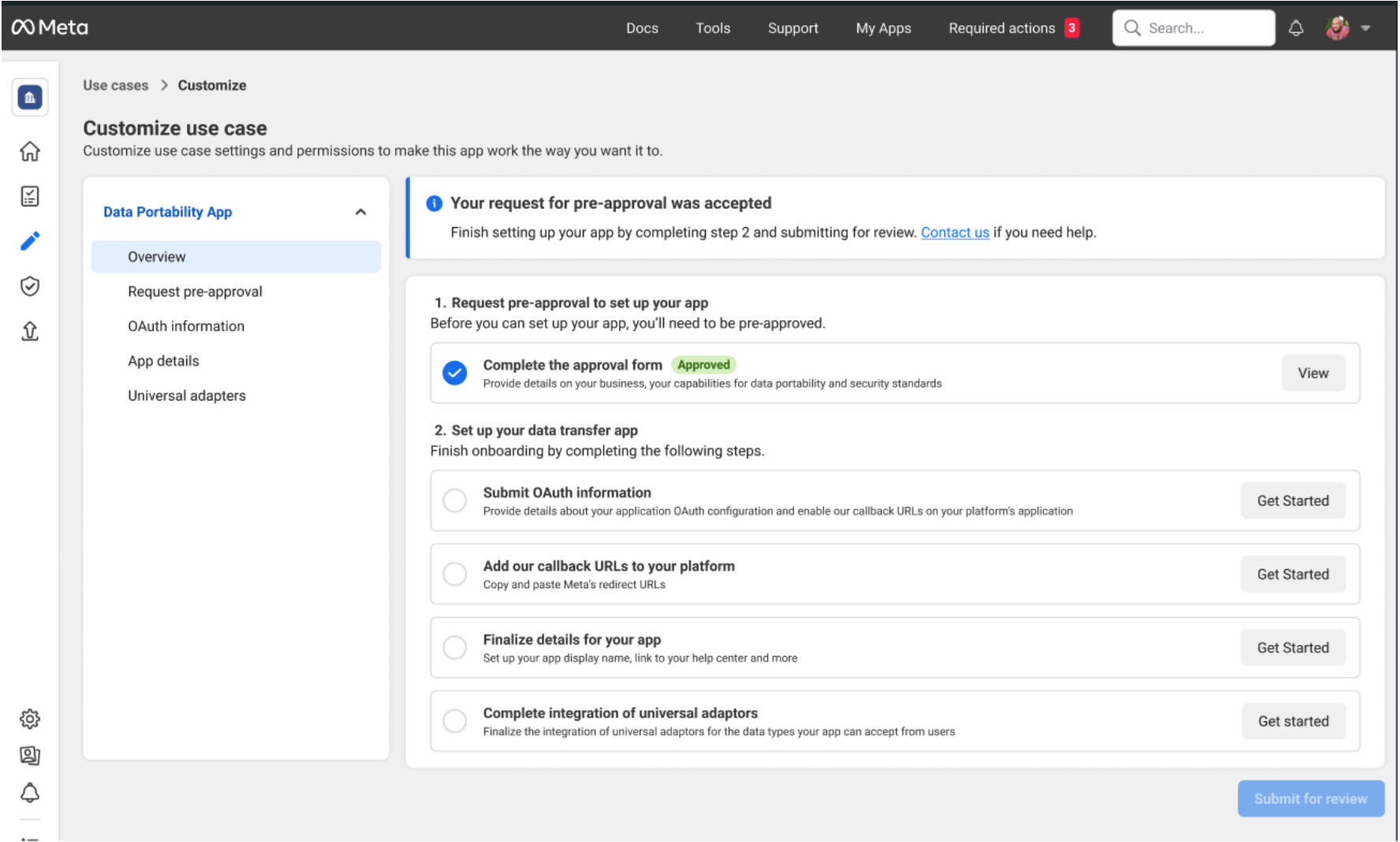
Provide a link that is available to the public.

Have you experienced any compromises around confidentiality or availability of personal data in the last 5 years?

This includes any incidents that triggered a regulatory notification, investigation or any other action.

Developer onboarding — App creation process

Once approved, commence technical integration



Developer onboarding — App creation process

Customise the app's
use case settings and
permissions

Meta

DocsToolsSupportMy AppsRequired actions 3

Search...

Use cases > Customize

Customize use case

Customize use case settings and permissions to make this app work the way you want it to.

Business verification

Data Portability App

Overview

Request pre-approval

OAuth information

App details

Universal adapters

App ID

230774445564819

App secret

Show

Display name

Namespace

App domains

Contact email address

Category

Select category

Learn more about [app categories](#)

App icon (1024 x 1024)

1024 x 1024

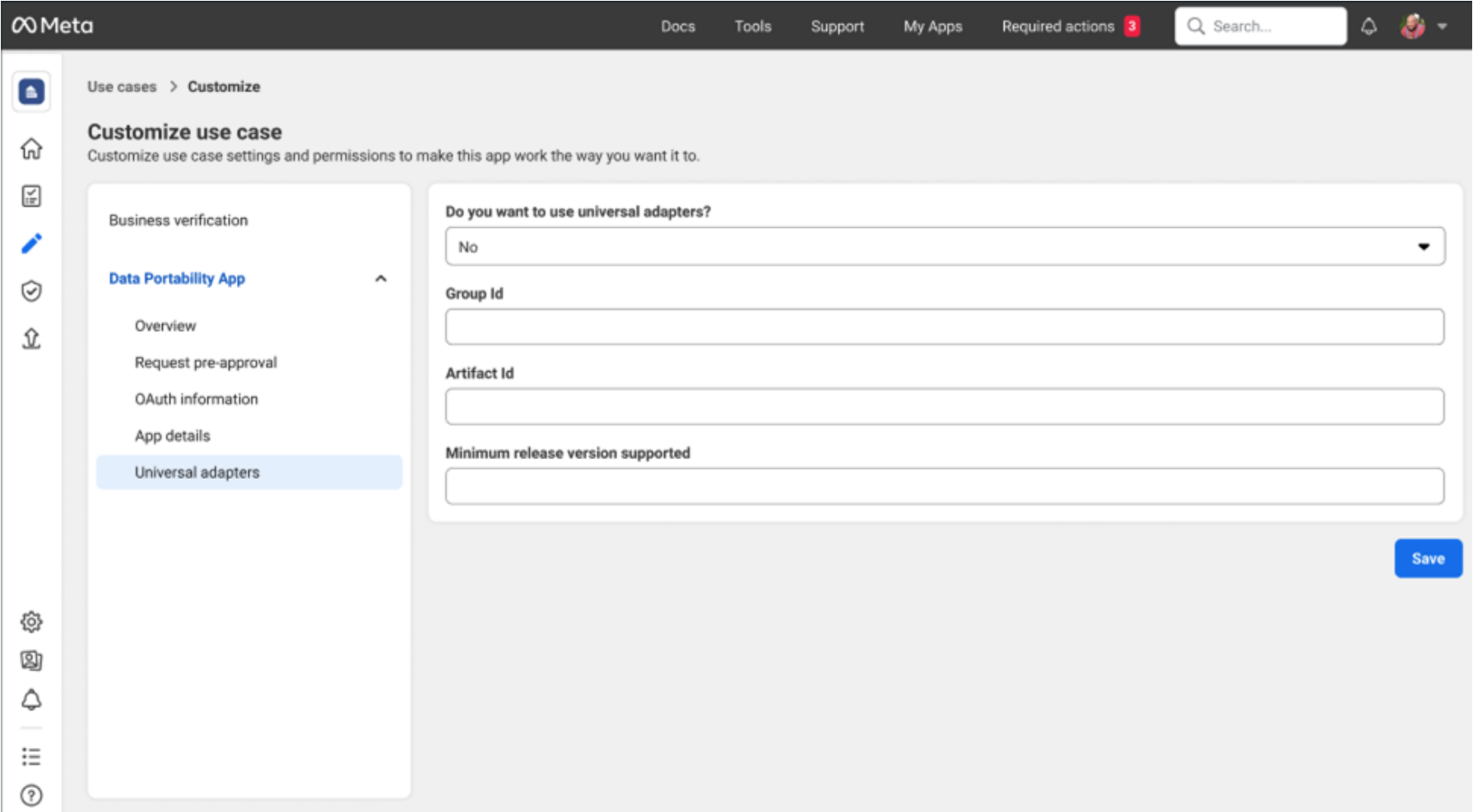
Github repository URL · Optional

Save for later

Submit

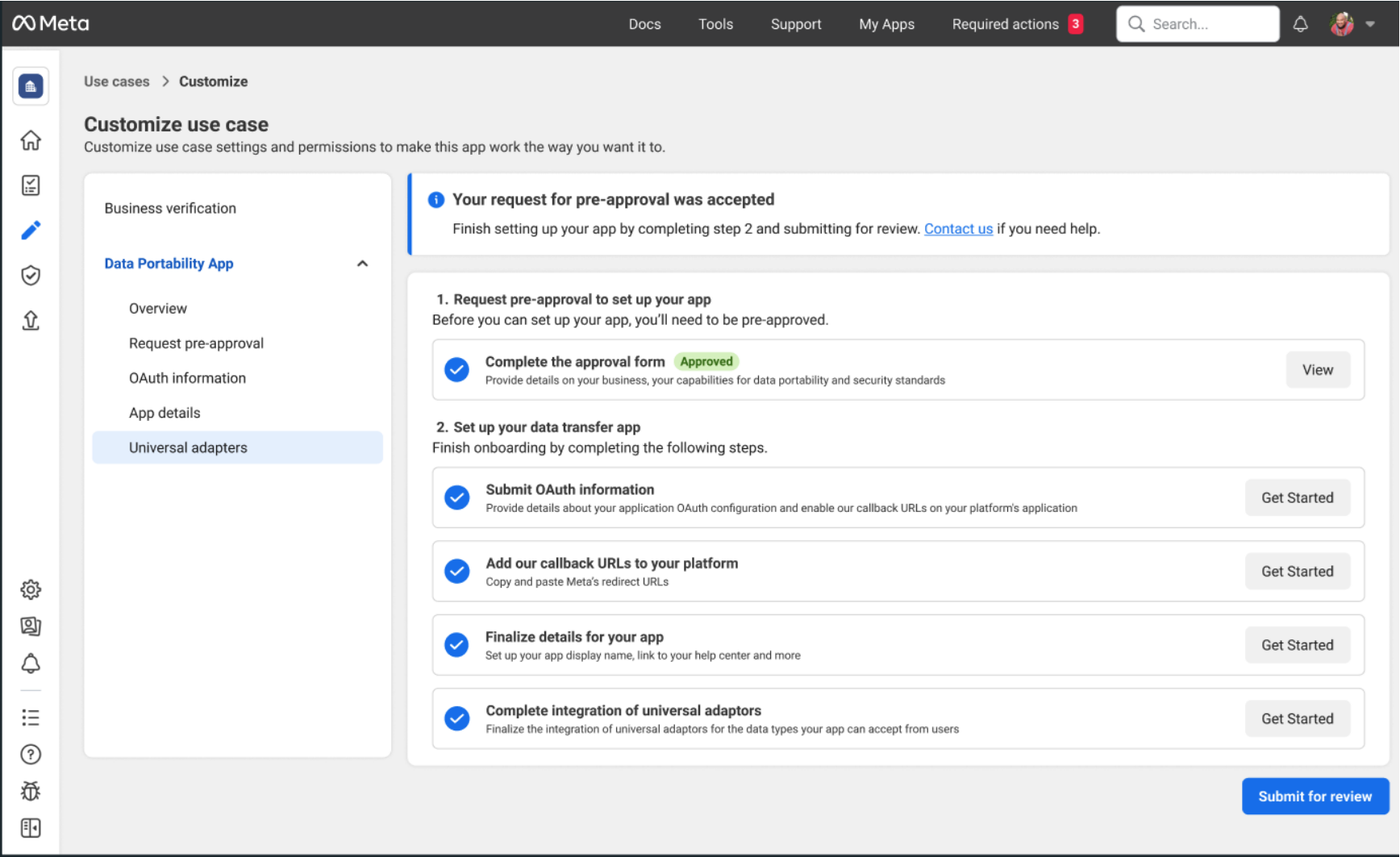
Developer onboarding — App creation process

Option to add universal adapters



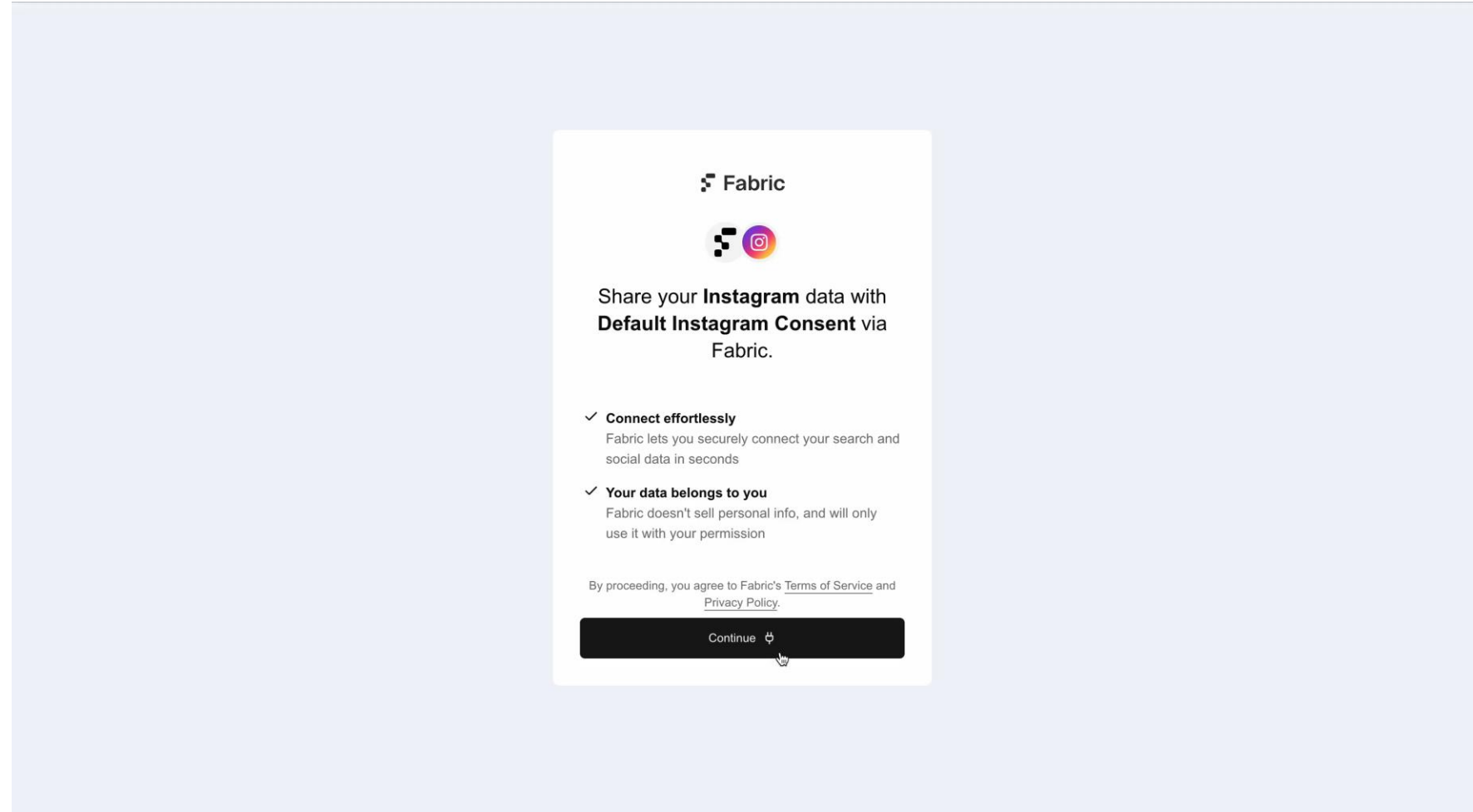
Developer onboarding — App creation process

Submit the app for review and work with Meta's support team for testing and rollout



Data portability — End user

Porting data through
Meta's new deeplinking
functionality



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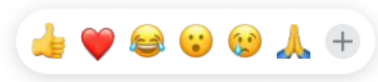
Session 4 - The interoperability of Meta's messaging services

Interoperability under Article 7

- Meta designated in relation to its NIICS WhatsApp and Messenger
- Article 7 requires gatekeepers to make their NIICS interoperable with 3P NIICS
 - Effective, free of charge interoperability
 - At the request of the 3P NIICS
 - With a staggered approach – upcoming deadline for group chats
 - GKs required to preserve security (incl. E2EE) and can take proportionate measures to protect security, integrity and privacy
 - End users choice whether to make use of interoperability
- Reference Offers for one-to-one messaging interoperability published in March 2024 (WhatsApp) and September 2024 (Messenger)

Focus of regulatory dialogue

- Following regular exchanges with the Commission and feedback from 3P and BEREC, Meta implemented changes to the user experience:
 - User on-boarding and information
 - Possibility to combine inbox
 - Additional messaging features



Reactions

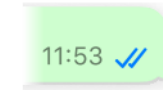


Does 2pm v

Replies



Typing indicators



Read receipts

- As of Sept. 2025, interoperability extended to Group Chats

DMA Article 7: Messaging Interoperability

EU Commission Public Workshop

3 July 2025

Interoperability - Application Process

Visit the request portal:

<https://developers.facebook.com/m/messaging-interoperability/>

Messaging Interoperability

Enable users on your app in Europe to exchange messages with users on Messenger and/or WhatsApp in Europe, in accordance with the Digital Markets Act (DMA).

Learn about interoperating with Messenger or WhatsApp

To be considered eligible to interoperate with Messenger and/or WhatsApp, you must be able to comply with the terms of the Messenger and/or WhatsApp Reference Offer, which reflect requirements of the DMA. This includes being an app that provides messaging services to end users in Europe. It also includes being able to meet the technical requirements outlined in the Messenger and/or WhatsApp Developer Documentation Overview.



Interoperating with Messenger

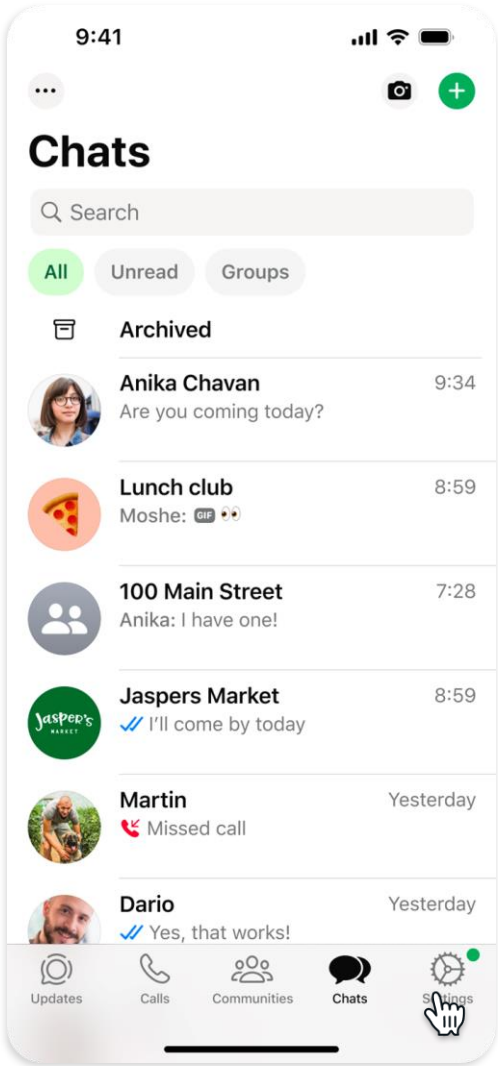
- [Messenger Reference Offer](#)
- [Messenger Developer Documentation Overview](#)
- [Messenger Application Guidelines](#)
- [Messenger Messaging Interoperability User Experience - iOS](#)
- [Messenger Messaging Interoperability User Experience - Android](#)



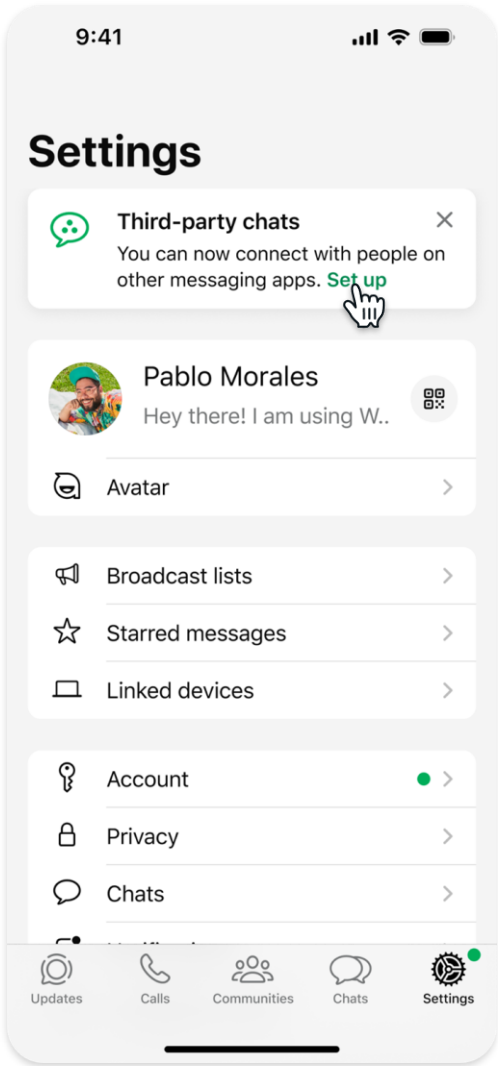
Interoperating with WhatsApp

- [WhatsApp Reference Offer](#)
- [WhatsApp Developer Documentation Overview](#)
- [WhatsApp Application Guidelines](#)
- [WhatsApp Messaging Interoperability User Experience - iOS](#)
- [WhatsApp Messaging Interoperability User Experience - Android](#)

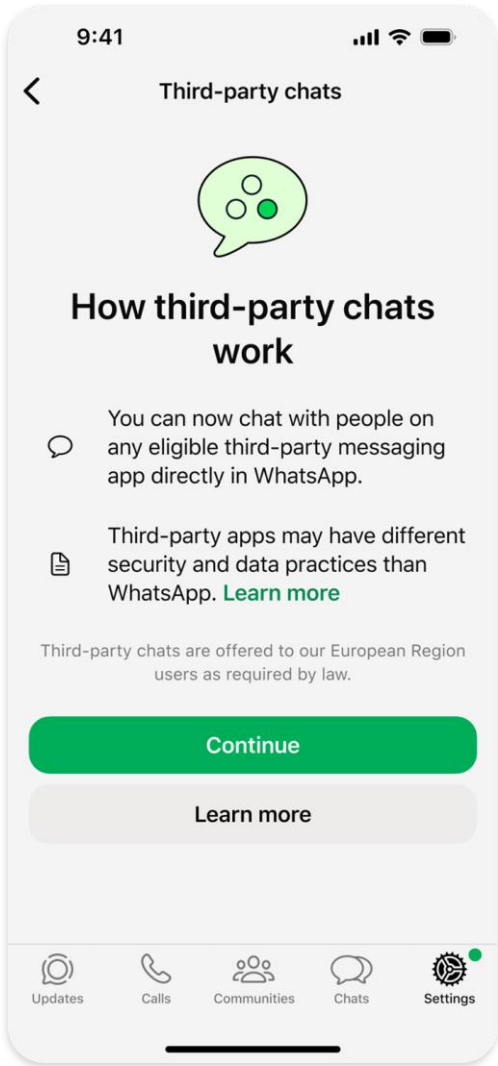
Users first discover messaging interoperability directly within WhatsApp...



Tap Settings

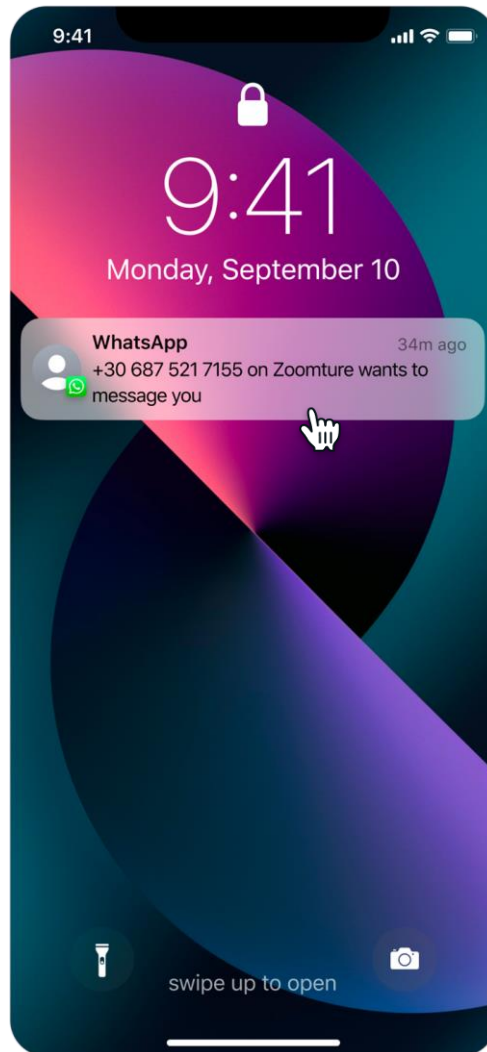


Tap 'Set up'

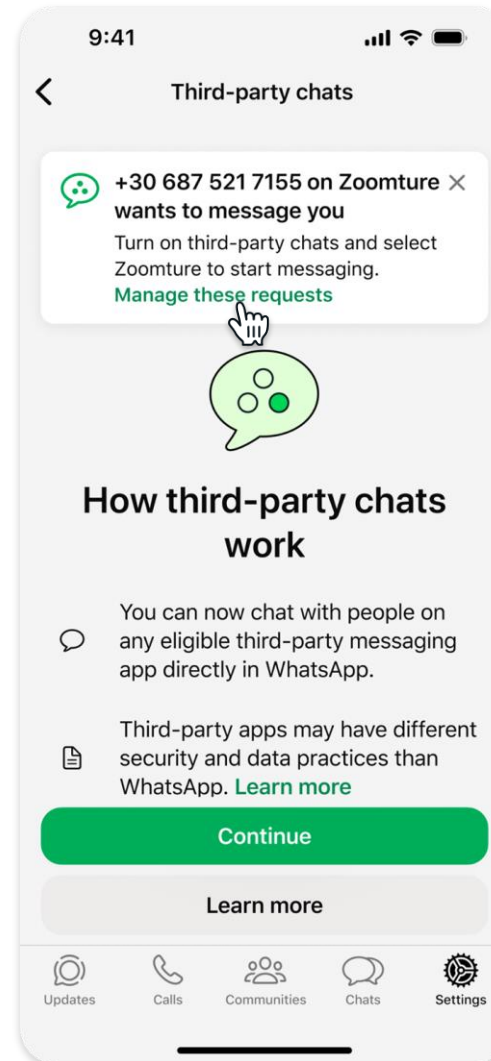


Read about it and continue

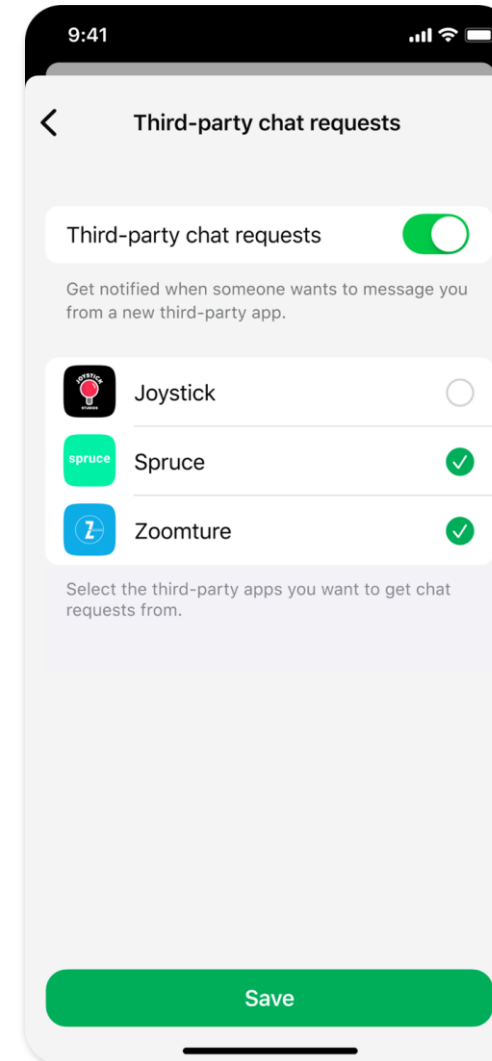
...Or can get notified of a chat request from a new third-party app



Notification of chat request from new third-party app

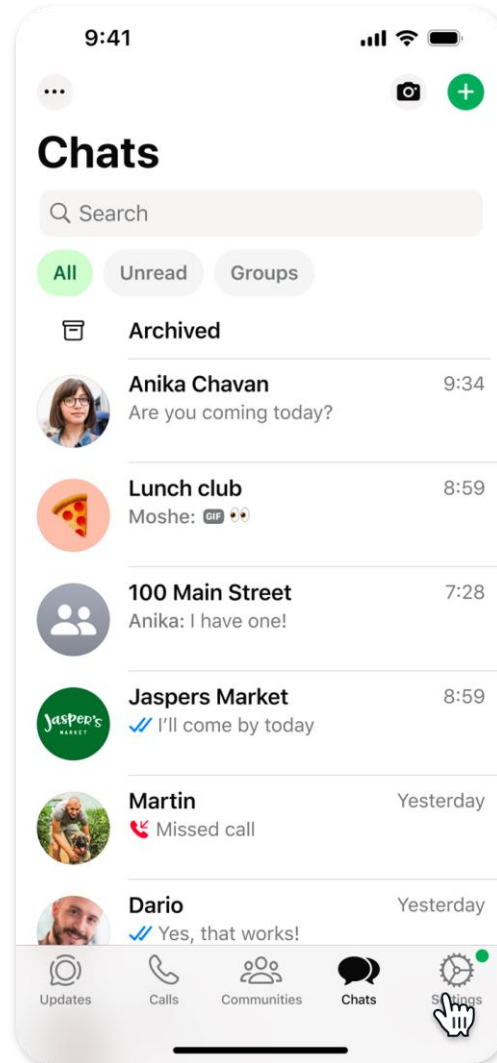


Read about it and continue

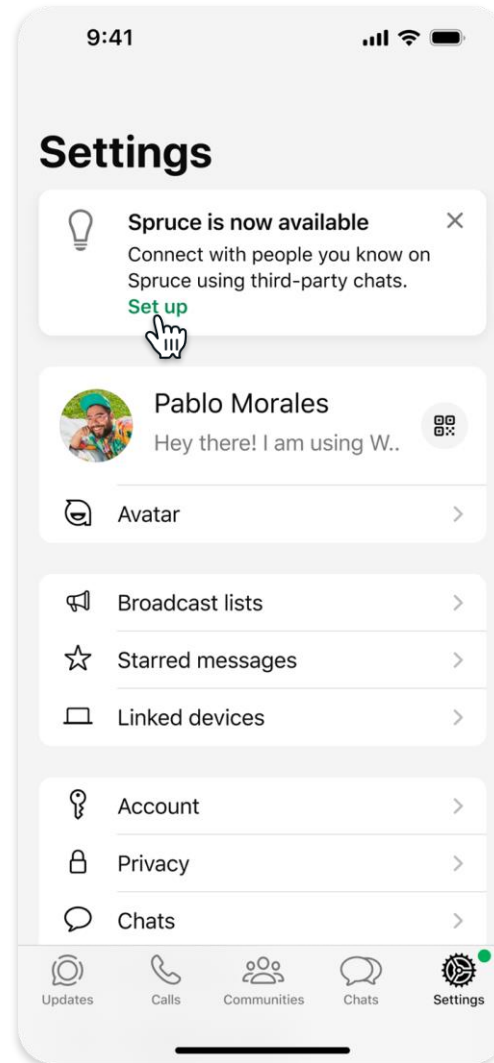


Granular controls to manage third-party chat requests

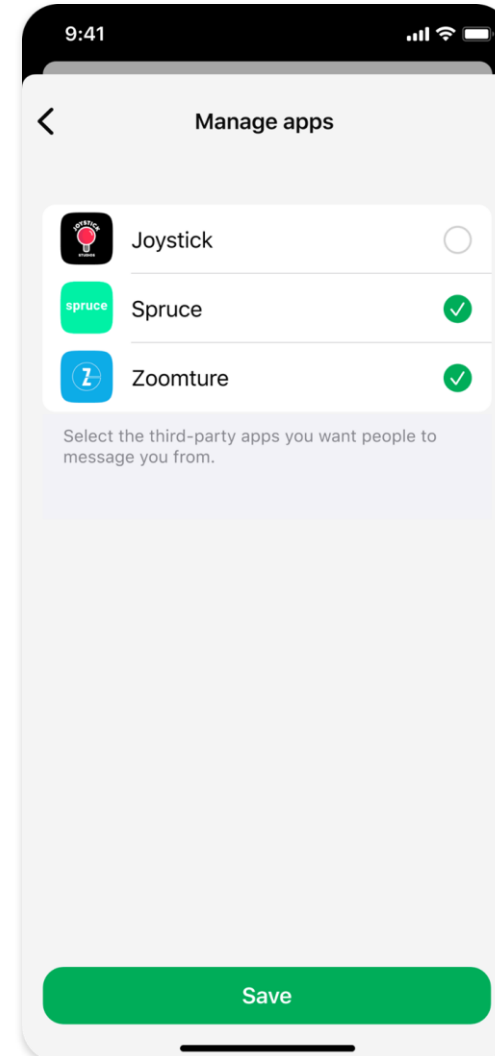
Users are also informed about new third-party messaging apps through in-App notifications



Tap Settings

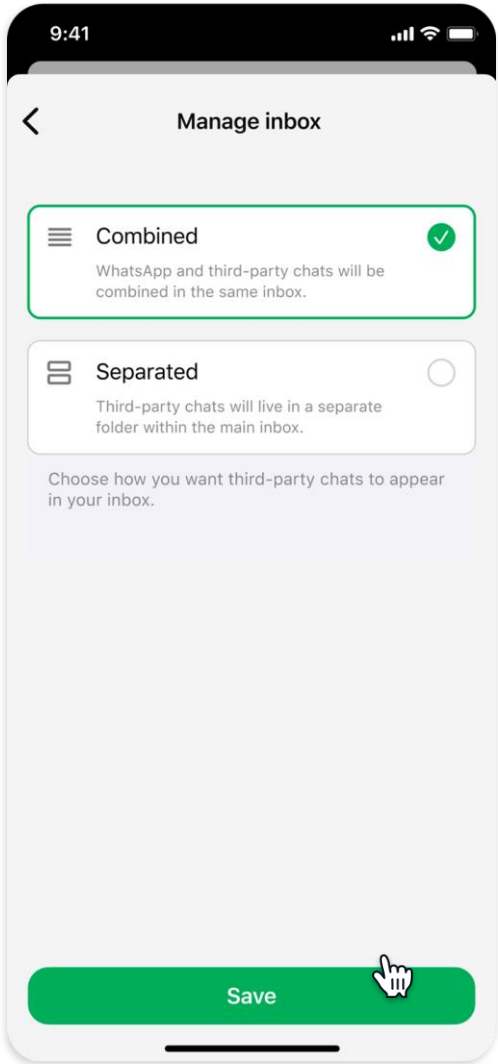


Tap 'Set up'

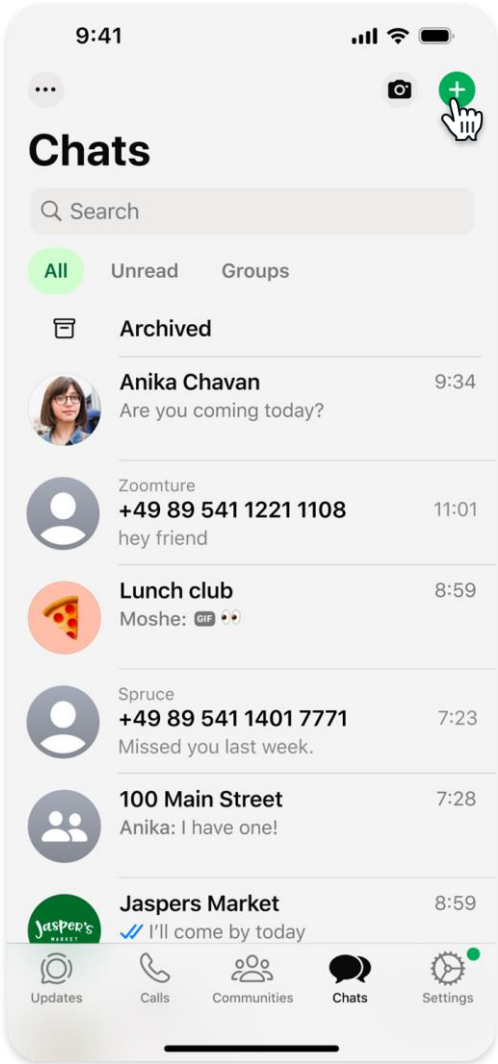


Select apps to enable
new third-party apps

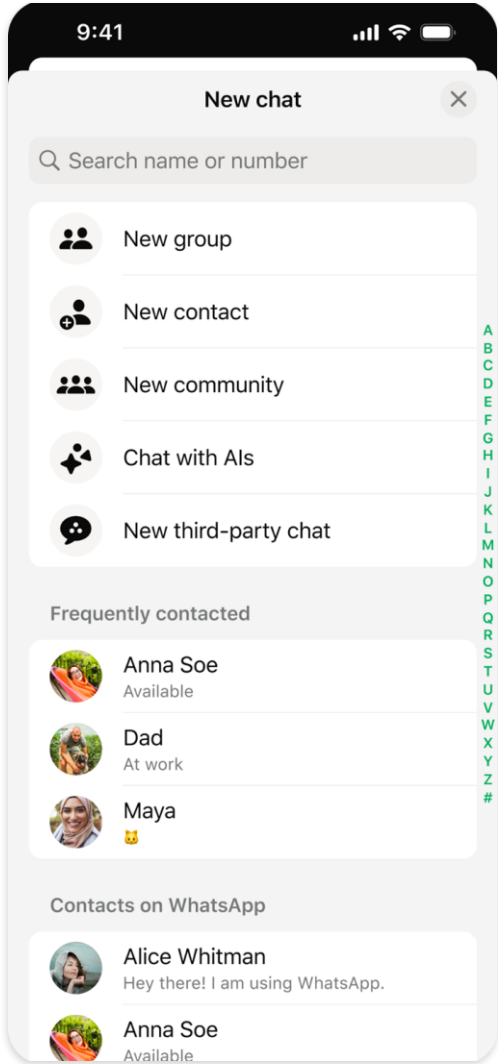
Users can choose between a combined or separated inbox



Inbox choice. Tap 'Combined'

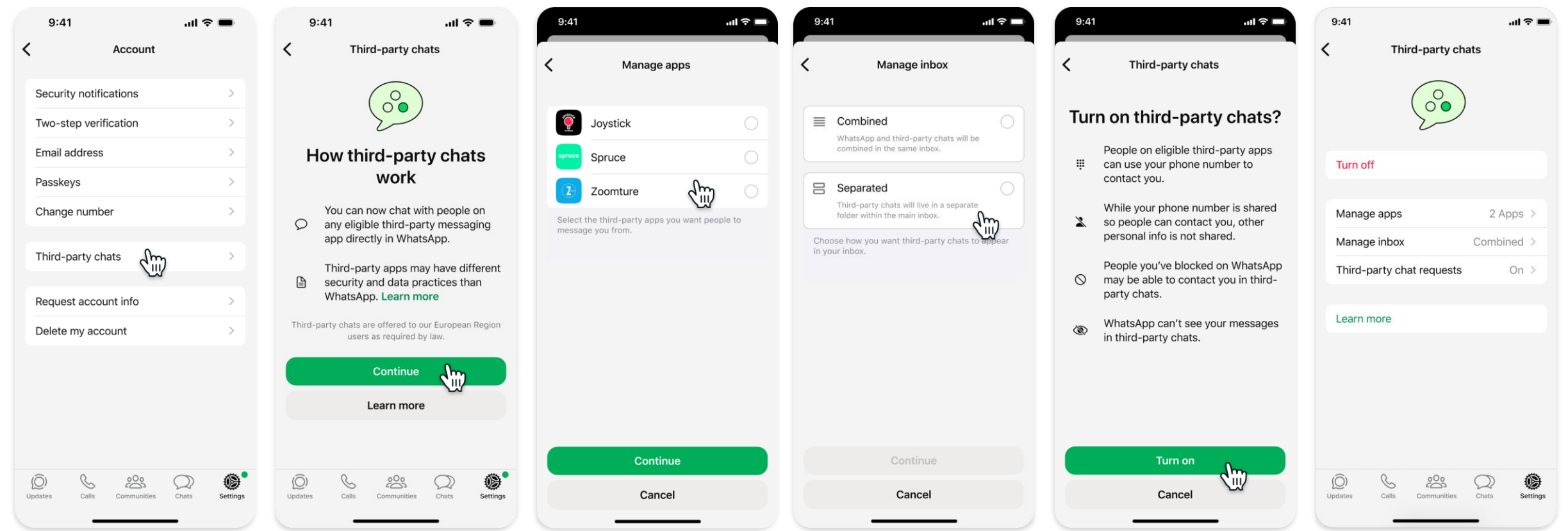


Main inbox



Compose from 'New Chat'

Setting up messaging interoperability on WhatsApp is fast, and easy



Tap *Third-party chats* in *Settings - Account*

Read about it and continue

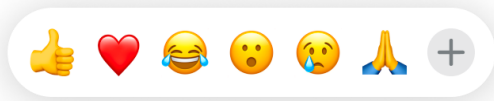
Select apps

Inbox choice

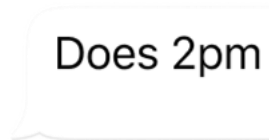
Final setup screen

Third-party chats settings

We have also added extra functionality to 3rd Party Chats



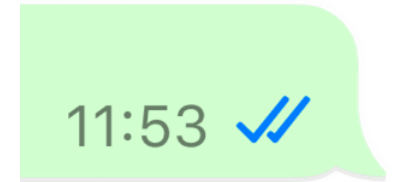
Reactions



Replies

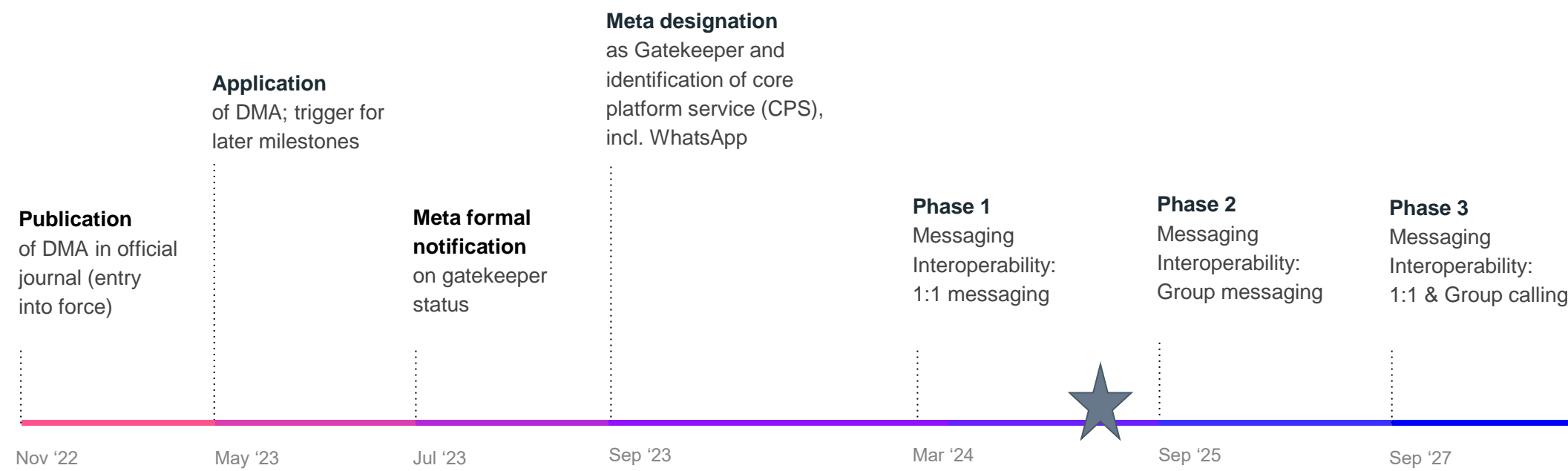


Typing Indicators



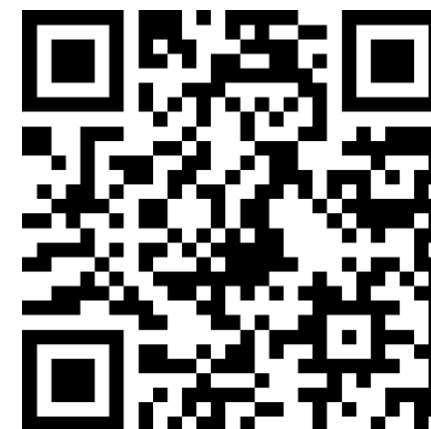
Read Receipts

What's next?



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Concluding remarks by the Commission

Thank you