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Twitter faces fine for using two-factor identification for marketing

By Sascha Matuszak

After Twitter disclosed in October 2019 that it had used sensitive information for marketing purposes, investigations by the Federal Trade Commission (FTC) may now result in a fine^[1] of up to USD 250 million. Twitter claimed the use of this data was unintentional in October, 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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