

(English version)

**Question for written answer E-002373/26
to the Commission
Cynthia Ní Mhurchú (Renew)
(9 June 2026)**

Subject: Article 6(11) of the Digital Markets Act — privacy risk assessment, anonymisation standards and compliance oversight for search data sharing

Article 6(11) of the Digital Markets Act ⁽¹⁾ (DMA) provides that search engines are required to provide certain query, click and view data to qualifying competitors. This provision is intended to promote contestability and competition in digital markets.

At the same time, the sharing of large-scale search-related datasets raises important questions regarding data protection, anonymisation standards and safeguards against re-identification. Regulatory certainty in this area is important both for effective DMA implementation and maintaining public trust in the protection of users' personal data.

In this context, can the Commission answer the following:

1. With regard to risk assessment, what methodologies has the Commission used, or does it intend to use, to assess potential privacy and data protection risks arising from the mandatory sharing of search-related datasets under Article 6(11)?
2. Regarding anonymisation standards, what technical criteria, benchmarks or guidance does the Commission consider appropriate to ensure that data shared pursuant to Article 6(11) is effectively anonymised and cannot reasonably be used to identify individual users?
3. Regarding monitoring and enforcement, what oversight, auditing or compliance mechanisms will be used to verify that data recipients and providers comply with these safeguards and that the risk of re-identification remains adequately mitigated over time?

Submitted: 9.6.2026

**Answer given by Executive Vice-President Ribera on behalf of the European Commission
(22 July 2026)**

The issue of compliance with the obligation pursuant to Article 6(11) of the Digital Markets Act (DMA) ⁽¹⁾ to share ranking, query, click and view data, currently arises in the context of the Commission's specification case regarding Alphabet in case DMA.100209.

In that case, the envisaged anonymisation approach is being developed in collaboration with internal and external privacy experts. It follows established anonymisation practices in line with the risk-based logic of the General Data Protection Regulation (GDPR) ⁽²⁾.

Conscious of the importance of keeping strict standards to protect privacy, the Commission and the European Data Protection Board (EDPB) have drafted joint guidance on how to implement the DMA in coherence with the GDPR ⁽³⁾.

The anonymisation approach being developed by the Commission's DMA team is in line with these guidelines to ensure a robust protection of user privacy while pursuing the important public interest of increasing contestability of the online search market in line with the obligation pursuant to Article 6(11) DMA.

The anonymisation approach gives a prominent role to technical measures that are complemented by contractual measures to anonymise search data.

The data will only be shared with online search engines that must meet strict eligibility criteria. Recipients of the search data are also subject to strict contractual measures.

These contractual measures include segregation of the search data, limitation of the purpose of use, and data governance and integrity and confidentiality measures.

¹ Regulation (EU) 2022/1925 of the European Parliament and of the Council of 14 September 2022 on contestable and fair markets in the digital sector and amending Directives (EU) 2019/1937 and (EU) 2020/1828 (Digital Markets Act) (OJ L 265, 12.10.2022, p. 1, ELI: <http://data.europa.eu/eli/reg/2022/1925/oj>).

⁽¹⁾ <https://eur-lex.europa.eu/eli/reg/2022/1925/oj/eng>.

⁽²⁾ <https://eur-lex.europa.eu/eli/reg/2016/679/oj/eng>.

⁽³⁾ https://www.edpb.europa.eu/system/files/2025-10/joint_com-edpb_gls_interplay_dma_gdpr_for_public_consultation_en.pdf.

Prior to receiving data, recipients will be subject to an independent audit to confirm that they meet the contractual terms. While receiving data, they will also be subject to an annual independent audit to confirm the measures are effective. This is in addition to the Commission's continuous monitoring of Alphabet's search data sharing obligations.
