



However, the fine may be the tip of the regulatory missiles now being directed at the social media giant and its ad-targeting methods.

ICO has published a comprehensive policy report in which it sets out a series of policy recommendations on how to secure personal information in the era of modern political campaigns.

In the report it calls directly for an "ethical pause" around the use of microtargeting ad tools for political campaigning to "allow the key players — government, parliament, regulators, political parties, online platforms and citizens — to reflect on their responsibilities in respect of the use of personal information in the era of big data before there is a greater expansion in the use of new technologies."

Facebook traded slightly lower to US\$202.80 midday Wednesday.

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