

**Non-Confidential Overview Of Microsoft Audited Description Of Consumer Profiling Techniques Pursuant To Article 15 Of Regulation (EU) 2022/1925**

**DMA.100160 – Microsoft; DMA.100026 – Microsoft – Operating Systems; DMA.100017 – Microsoft – Online Social Networking Services**

1. Pursuant to Article 15 of Regulation (EU) 2022/1925 on contestable and fair markets in the digital sector (the Digital Markets Act or “DMA”), Microsoft provides this non-confidential overview of the independently audited description of any techniques for profiling of consumers that Microsoft applies to or across its operating system (“OS”) Windows PC OS and online social networking service LinkedIn, the core platform services (“CPSs”) for which Microsoft has been designated as a gatekeeper.<sup>1</sup> Microsoft has changed the non-confidential overview of its Consumer Profiling Report from the overview that produced last year, to reflect the changes made to its profiling techniques, and to streamline the manner in which this information is made publicly available.
2. Microsoft provides a description of its consumer profiling techniques in the attached annexes: **Annex 1** for information relating to profiling techniques of consumers using the Windows PC OS CPS, and **Annex 2** for information relating to profiling techniques of consumers using the LinkedIn CPS. Together, these annexes display Microsoft’s continued commitment to transparency, and compliance with the DMA.

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<sup>1</sup> European Commission Decision of 5 September 2023 designating Microsoft as a gatekeeper pursuant to Article 3 of Regulation (EU) 2022/1925 of the European Parliament and of the Council on contestable and fair markets in the digital sector, DMA.100017 Microsoft – online social networking services, DMA.100023 Microsoft – number-independent interpersonal communications services, DMA.100026 Microsoft – operating systems (“Designation Decision”), ¶¶44 and 157.

### Declaration

Microsoft Corporation declares that, to the best of its knowledge and belief, the information given in this submission is true, correct, and complete, that all estimates are identified as such and are its best estimates of the underlying facts, and that all the opinions expressed are sincere.

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