AMAZON AUDITED DESCRIPTION OF CONSUMER PROFILING TECHNIQUES

NON-CONFIDENTIAL VERSION

ANNEX 1

DMA.100121 - Amazon; DMA.100018 - Amazon - online intermediation
services – marketplaces; DMA.100016 - Amazon - online advertising services

COMPLIANCE REPORTING

PURSUANT TO ARTICLE 15 OF COUNCIL REGULATION (EU) NO. 2022/1925

5 March 2026

ANNEX 1 - NON-CONFIDENTIAL SUMMARY OF DESCRIPTION OF CONSUMER PROFILING TECHNIQUES – AMAZON STORE

2.1. **For each core platform service listed in the designation decision based on Article 3(4) or Article 3(8) of Regulation (EU) 2022/1925, provide a detailed description of all the consumer profiling techniques applied within the core platform service and across multiple core platform services including, at least, information about:**

a) the specific purpose(s) pursued by each profiling technique(s);

(1) Amazon needs to help customers navigate its vast catalogue to help customers find what they are looking for. This is why Amazon personalizes the customer shopping experience. The personalized content it displays is an essential part of Amazon's service to help customers shop Amazon's catalogue of millions of products. To personalize the experience, Amazon uses different techniques. Some of the techniques Amazon applies for this purpose involve profiling.

(2) Amazon uses two profiling techniques to personalize customers' experiences in the Amazon Store online intermediation service core platform service ("**CPS**") ("**Amazon Store**"): "rules-based", and "model-based". Descriptions of these profiling techniques, including illustrative examples of how they are applied in practice, are set out below.

A. Rules-based profiling

(3) To carry out its rules-based profiling, Amazon collects personal data from customers (e.g., information that customers provide in their Amazon accounts, and information about their actions in the Amazon Store such as products viewed, added to cart, or purchased).

(4) Amazon has created rules which it applies to determine which content to display based on customer behaviour or whether a customer is part of a specific category. The output of this profiling is used to determine some of the content that is displayed on various pages in the Amazon Store.

Example: Profiling to recommend new products to customers via a recommender on the homepage

Amazon uses certain information about customers' interactions with the Amazon Store in order to recommend products that the customer has not previously interacted with. For example, Amazon may recommend products to customers with a specific purchase history (e.g., number of purchases of a product within a category within a certain timeframe) via a recommender titled, for illustrative purposes, "*Based on your purchase trends*" on the homepage.

B. Model-based profiling

(5) To carry out its model-based profiling, Amazon collects personal data from customers (e.g., information that customers provide in their Amazon accounts, and information about their usage of the Amazon Store such as products viewed, added to cart, or purchased).

(6)   When a customer visits the Amazon Store, Amazon's model(s) use certain customer signals (e.g., purchase history or the customer's last viewed item) to evaluate what content that customer will most likely be interested in seeing.

Example: Profiling to recommend new content to customers

Amazon uses a model, based on information about customer interactions with the Amazon Store, to assess the types of products customers may be interested in. For example, Amazon may use prior purchases or recently viewed products for this assessment.

Amazon inputs this information into its model. When a customer visits a page in the Amazon Store, the model assesses the types of products they may be interested in seeing recommendations for, and Amazon may then display such recommendations.

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b) a description of each category of personal data and data derived from user activity (in particular, distinguish data and personal data categories actively provided by consumers from observed data) and sources (e.g., first or third party service) for each of these categories of data and a description of personal data processed for profiling consumers applied to or across the designated core platform services (in particular, distinguish data and personal data originating from each of the gatekeeper's services);

(7)   Amazon's profiling is based on data that it collects from customer engagement with the Amazon Store, and is used to display content in the Amazon Store related to customers' shopping interests. The categories of personal data that Amazon processes for this purpose are:

1. Data provided directly by customers:

    a. Account information (e.g., name, postal address, and payment information); and

    b. Other information that customers actively provide when they use the Amazon Store (e.g., items added to the customer's wishlist, expressly stating that they are interested in seeing recommendations for certain content).

2. Data observed about customers' interactions with Amazon services:

    a. Orders placed (e.g., products that customers have purchased);

    b. Pages viewed (e.g., individual product pages);

    c. Search history;

    d. Returns history;

    e. Content usage (e.g., videos watched on Prime Video, books read on Kindle); and

    f. Data derived from customer's interaction with a device (e.g., device configuration settings, data access permissions, and identifiers).

(8)   Amazon processes these categories of data to personalize content. Some of the techniques Amazon uses to personalize content involve profiling; other personalization techniques do not involve profiling.

    c) a description of each category of personal data and data originating from third parties (in particular, distinguishing data and personal data originating from third parties, such as advertisers, publishers, developers, or others) and/or derived from user activity on third parties' services (in particular, distinguishing data and personal data categories actively provided by consumers from observed data and inferred data originating from third parties);

(9)   Amazon's profiling for the purpose of personalizing content that customers see in the Amazon Store is not based on the processing of personal data obtained from third parties.

    d) a detailed description of the inferred data about consumers derived from the processing of the data and personal data listed in point (b) and/or (c) as well as an explanation of how such derived or inferred data were created;

(10)   The only data Amazon infers for profiling for the purpose of personalizing content that customers see in the Amazon Store is data to show the types of new products or services that a customer has not previously engaged with, but for which they might be interested in seeing personalized recommendations. Amazon evaluates data that the customers provided directly or data observed about the customers' interactions with Amazon services to predict the types of new products or services a customer might want to see.

(11)   Amazon provides customers with an easy way to adjust their 'Recommendation Preferences'. This allows customers to opt out of all inferences for this purpose.

> **Example: inferring a particular book**
>
> For example, Amazon might infer the probability a customer may purchase a book with trending titles, based on previously purchased books and reading history.

    e) the retention duration of each category of data and personal data listed in points (b), (c), and (d), or duration of retention of the profile itself;

(12)   As stated in its Privacy Notice,[1] Amazon keeps customers' personal data for as long as required for the purposes set out in that Notice, including to personalize the content that customers see in the Amazon Store. Amazon also keeps this personal data for as long as may be required by law, such as for tax and accounting purposes, or as otherwise communicated to customers.

[1]   See https://www.amazon.de/gp/help/customer/display.html?nodeId=201909010&ref_=footer_privacy.

(13) Amazon retains the profiles it creates to personalize content (i.e., the information about the types of new products or services a customer might be interested in seeing) for no longer than 13 months.

> **f) the legal ground relied on by the gatekeeper under Article 6(1) and, where applicable, Article 9(2) of Regulation (EU) 2016/679. The reporting under the present point should distinguish the legal ground relied on under Regulation (EU) 2016/679 for the processing of personal data collected directly by the gatekeeper from the legal ground relied on for the processing of personal data originating from third parties;**

(14) Separate from the requirements under Regulation (EU) 2022/1925 ("**DMA**"), Amazon is required to have a valid legal basis for processing personal data under Regulation (EU) 2016/679 ("**GDPR**"). Amazon relies on the legitimate interests legal basis under Article 6(1)(f) of the GDPR for all its profiling to personalize the content it displays to customers in the Amazon Store.

(15) Amazon's profiling supports its legitimate interests in providing customers with more relevant and useful content in the Amazon Store, consistent with its freedom to conduct a business under Article 16 of the Charter of Fundamental Rights of the European Union ("**CFR**"). Amazon's profiling also supports the legitimate interests of sellers and vendors by making their relevant products discoverable for customers as well as the legitimate interests of actual and potential customers in finding products that are relevant to them among the millions of available products in the Amazon Store. This supports the wider community's freedom to access information under Article 11 CFR.

(16) Amazon has balanced these legitimate interests against the impact of the profiling on the rights, freedoms, and interests of affected individuals, and has implemented safeguards to ensure that its profiling does not have a disproportionate impact on individuals.

(17) As noted above, Amazon provides customers with an easy way to adjust their 'Recommendation Preferences', which significantly reduces the impact of the processing it carries out on the rights, freedoms, and interests of customers.

> **g) whether consent is required under Article 5(2) of Regulation (EU) 2022/1925 for the processing of data and personal data listed in points (b), (c) and (d) for each purpose of profiling consumers. The reporting under the present point should distinguish between consent under points (a) to (d) of Article 5(2) of Regulation (EU) 2022/1925. In addition, if consent is not required, the reporting under the present point should provide an explanation;**

(18) Amazon obtains consent before it combines personal data from the Amazon Store with personal data from another Amazon service (under Article 5(2)(b)), or where it cross-uses personal data from the Amazon Store in another Amazon service (under Article 5(2)(c)) to personalize content (irrespective of whether that personalization involves profiling). This may occur, for example, where Amazon wishes to display, in the Amazon Store, Prime Video content that contains TV shows that are similar to those the customer has previously watched on Prime Video.

(19) Amazon does not obtain consent under Article 5(2)(a), because its profiling in the Amazon Store does not relate to an online advertising service and therefore is not

relevant to the Amazon Store. Instead, these recommendations are an essential part of customers' experience in the Amazon Store, without which they would not be able to navigate the Amazon Store's catalogue of millions of products as easily. Also, Amazon's profiling to personalize the content it displays to customers in the Amazon Store does not involve automatically signing a customer in to other Amazon services. Therefore, consent under Article 5(2)(d) is not relevant for the Amazon Store.

h) where consumer consent is required for the given purpose and obtained by the gatekeeper under Regulation (EU) 2016/679, Directive 2002/58/EC and/or Regulation (EU) 2022/1925, a description of any steps taken to seek such consent to profiling, including visual representations (click-by-click) on how consumers can refuse or withdraw consent, any consequences of such refusal or withdrawal, and how any such consequences are notified to the consumer;

(20) As mentioned above, to obtain consent to combine and/or cross-use personal information as required by Article 5(2), Amazon displays a prompt in the Amazon Store and certain other Amazon services that asks customers to give their consent. The consent requested by this prompt pertains to the types of combinations and cross uses of personal data that are required for personalized experiences, which may include profiling.

(21) There are two layers to the prompt, as shown in the below example of the experience. If the customer chooses to customize, they will land on a second layer screen, where they can make more granular choices about the combination and cross-use of their personal data between the Amazon Store and other Amazon services.

Figure 1 - Amazon Store Prompt example
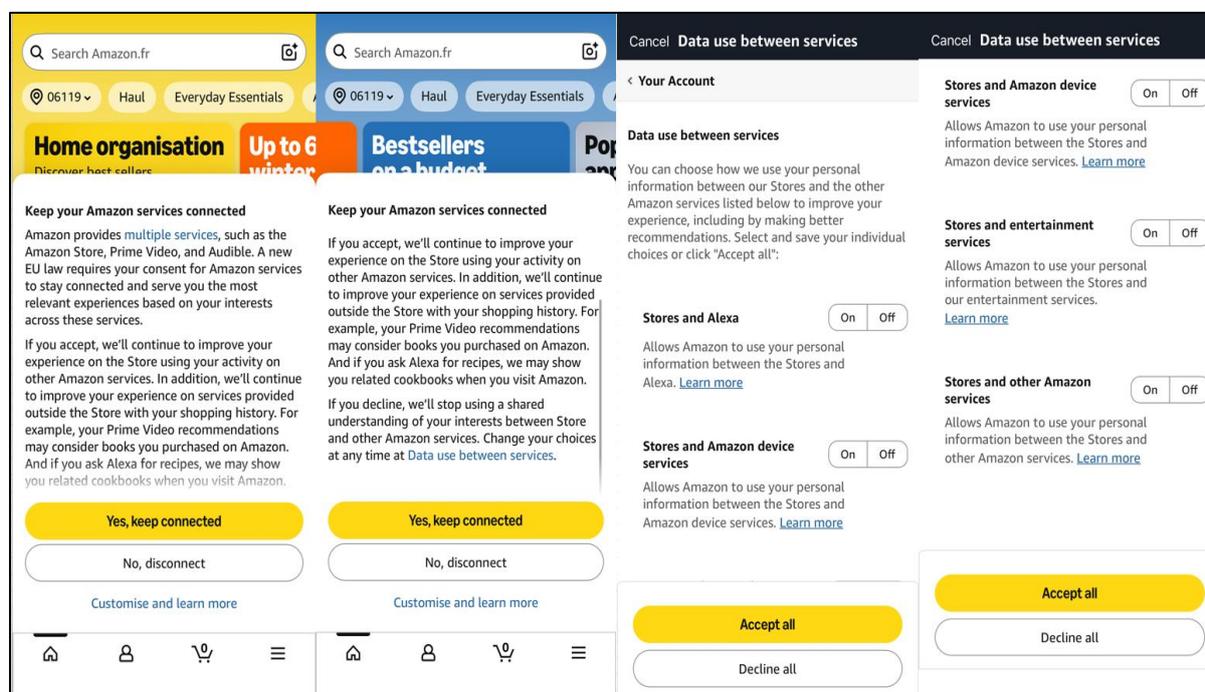
(22) Amazon also provides customers an accessible page within their account settings where they can review this same information and modify their selections, including withdrawing their consent.

Figure 2 - Data Use Between Services Page
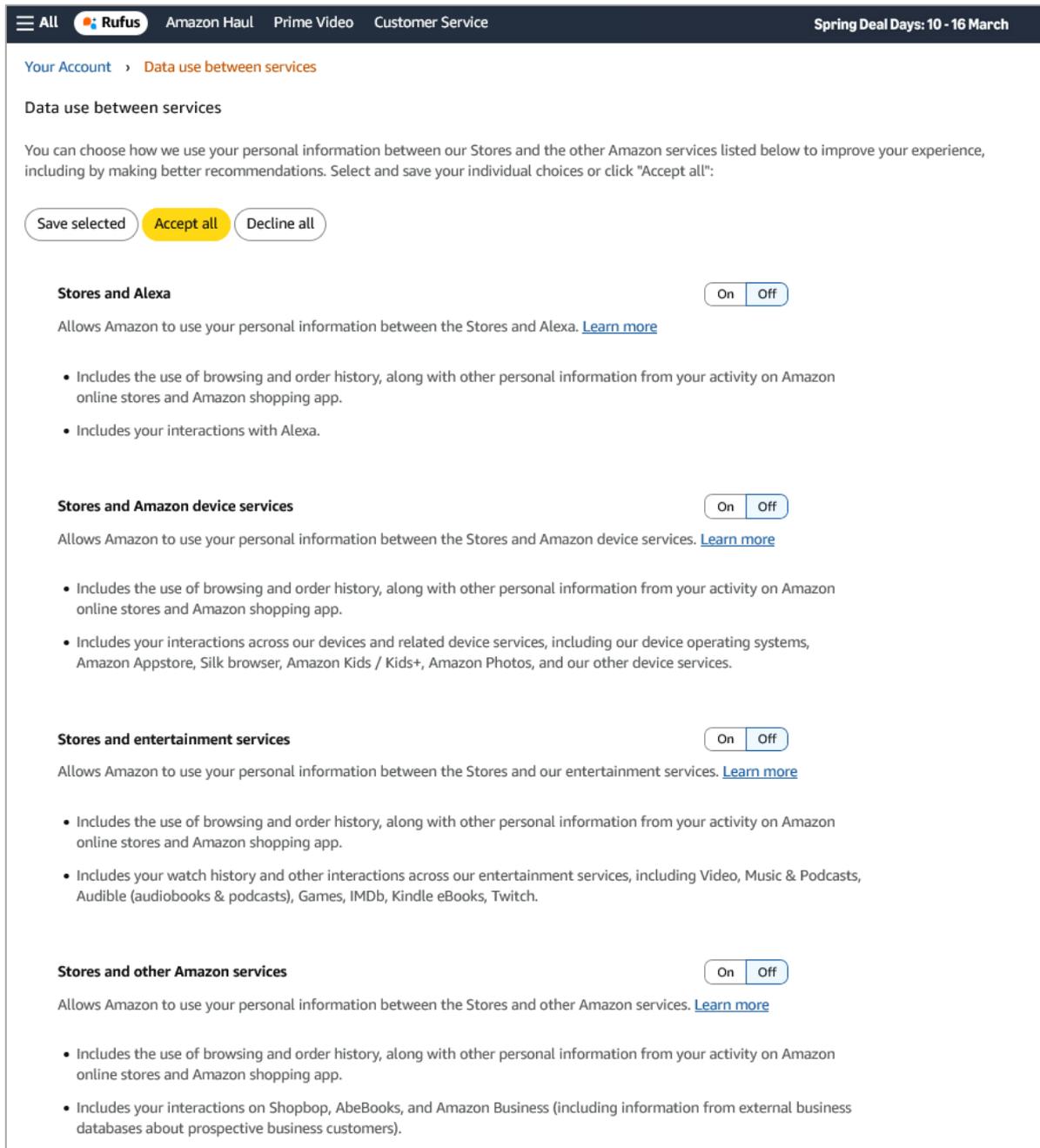
(23)   The above prompt and page indicate that if customers do not provide their consent, then Amazon will not combine data from the Amazon Store with data from other Amazon services for the purposes of displaying personalized content in the Amazon Store.

   i)   where consumer consent is required for the given purpose and obtained by third parties (e.g., as required under Article 5(2)(a) of Regulation (EU) 2022/1925), a description of any steps taken to seek consent to the sharing of personal data with the gatekeeper for the purpose of profiling, including visual representations (click- by-click) on how consumers can refuse or withdraw

consent, and how the gatekeeper ensures respect of consumer's consent refusal or withdrawal

(24) Third parties do not obtain consent on Amazon's behalf.

j) whether automated decision-making takes place on the basis of an applied profiling technique, the number and object of such automated decisions, the legal effects and other similarly significant effects 9 that that the automated-decision making mechanism is producing or may produce, and a description of the algorithms underpinning the automated decision mechanism;

(25) The profiling Amazon carries out to display personalized content in the Amazon Store does not involve any solely automated decision-making that creates legal or similarly significant effects, as referred to in Article 22 GDPR.

k) qualitative and quantitative impact or importance of the profiling techniques in question for the services and business operations of the gatekeeper. Under this point, please also include information on the number of end users exposed to each profiling technique per year, and the number of business users using the gatekeeper's services based on profiling per year, within the core platform service and, where relevant, across multiple core platform services;

(26) The Amazon Store makes millions of products available to customers. Personalized content is an essential part of customers' experience in the Amazon Store, without which they would not be able to navigate this vast catalogue of products as easily. This content is an essential element of providing a high-quality experience in the Amazon Store. This personalized content includes—but is not limited to—profiling to show new or different products or services we think customers may be interested in.

(27) Amazon does not monitor nor collect metrics about the quantitative impact of the profiling techniques it uses to display personalized content. However, it is estimated that [Confidential] end users have accessed the Amazon Store in the period from January to December 2025. As of 31 December 2025, more than [Confidential] end users have adjusted their Recommendation Preferences, so they do not see recommendations based on profiling in the Amazon Store. In the period from January to December 2025, there were approximately [Confidential] third-party sellers in the Amazon Store.

(28) In addition, as mentioned above and as required by Article 5(2), Amazon displays a prompt that customers will see when they first visit the Amazon Store or certain other Amazon services that asks them to give their consent for Amazon to combine and/or cross-use personal information for several purposes. These purposes include profiling. In the period from January to December 2025, the consent acceptance rate was approximately [Confidential] for the Amazon Store. Only customers that have given their consent (and have not opted out using the option described above) continue to see personalized content based on profiling that involves these data combinations / cross-uses.

l) actions taken to effectively enable consumers to be aware that they are undergoing profiling and the relevant use of such profiling;

(29)   Customers visit the Amazon Store to find products and services to purchase. As noted above, the personalized content Amazon displays to customers in the Amazon Store helps them navigate the Amazon Store's catalogue of millions of products. Customers are aware of the wide range of choice available in the Amazon Store, and understand that Amazon uses their personal data—including through profiling—to display these personalized recommendations.

(30)   To reinforce this understanding, Amazon provides clear, transparent, and easily accessible disclosures about how it processes personal data. In particular, Amazon provides information about how it processes personal data to provide recommendations in its Privacy Notice[2] and Conditions of Use and Sale.[3] Amazon's Privacy Notice, which is accessible at the bottom of nearly every page in the Amazon Store, gives customers meaningful information on the personal data that Amazon collects (see point 2, "*What Personal Information About Customers Does Amazon Europe Collect?*" and point 19.5, "*Data Use Purposes, Data Categories and Legal Bases*"), the purposes for which Amazon processes that data (see point 3, "*For What Purposes Does Amazon Europe Use Your Personal Information?*"), and the third parties with whom Amazon might share the data (see point 5, "*Does Amazon Europe Share Your Personal Information?*" and point 19.3 "*Who are the Recipients of My Information*").

(31)   Amazon also provides customers with pages that provide more information about how they can control the types of recommendations that Amazon displays. Specifically, Amazon provides the 'Recommendation Preferences' page, where logged-in customers can opt out of the recommendations listed on that page that are based on profiling, and the 'Your Recommendations' page, which describes to logged-in customers how they can exercise more granular influence over recommendations they may see in the Amazon Store. The click path to these pages may vary by country.

m) statistics on how many consumers choose to undergo profiling and how many refuse it, if such choice is given;

(32)   As indicated above, as of 31 December 2025, more than [Confidential] end users have adjusted their Recommendation Preferences, so they do not see recommendations based on profiling in the Amazon Store.

(33)   Further, as mentioned above and as required by Article 5(2), Amazon displays a prompt that customers will see when they first visit the Amazon Store or certain other Amazon services that asks them to give their consent for Amazon to combine and/or cross-use personal information for several purposes. These purposes include profiling. In the period from January to December 2025, the consent acceptance rate was approximately [Confidential] for the Amazon Store.

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2   See https://www.amazon.de/gp/help/customer/display.html?nodeId=201909010&ref_=footer_privacy.
3   See https://www.amazon.de/-/en/gp/help/customer/display.html?nodeId=GLSBYFE9MGKKQXXM.

n) whether and when the profiling technique has been the subject of a data protection impact assessment and the main conclusions thereof;

(34) Amazon has conducted a data protection impact assessment ("**DPIA**"; a document that assesses the necessity and proportionality of the processing of personal data, identifies the potential risks of the processing, and sets out the measures Amazon has put in place to mitigate those risks) that addresses the profiling it carries out in the Amazon Store. This DPIA concludes that the overall risks associated with the processing are low.

o) any alternative measures to profiling that have been considered and the reasons for not choosing them.

(35) Amazon's profiling techniques allow Amazon to personalize customers' experiences in the Amazon Store in ways that it would not otherwise be able to. For example, Amazon would not be able to display new content that may be relevant to a customer on the basis of that customer's past purchases in the Amazon Store without such profiling, or by using only a more limited set of personal data for its profiling.

(36) Amazon has considered—and uses—alternative techniques that do not involve profiling in order to personalize customers' experiences in the Amazon Store. For example, it displays personalized content based on actions that customers have taken (e.g., products added to their "wish list") and contextualized content based on the product page that a customer is viewing (e.g., content displaying products commonly bought together with the product the customer is viewing). However, using these alternative techniques exclusively would mean that it is not able to personalize the content it displays as effectively. Table 1 below describes the personalization that Amazon could not carry out if it did not use each of the categories of data described in b) above.

Table 1 - Data Categories

Category of personal data	Without this personal data, Amazon would not be able to display the following types of relevant content that customers have not previously interacted with
Data provided directly by customers	
Account information	Content that is personalized by referring to the customer by name, or based on the customer's location (e.g., based on a postal code / ZIP code in the delivery / billing address, or the country code of a phone number)
Other information that customers actively provide when they use the Amazon Store	Content that customers may be interested in based on factual signals (e.g., liking content, adding products to their wish list, expressly indicating that they are (or are not) interested in seeing recommendations for certain content)
Data observed about customers' interactions with the Amazon Store	

Orders placed	Content based on products customers have previously purchased
Pages viewed	Content based on products customers or website visitors have previously viewed
Search history	Content based on what customers or website visitors have previously searched for
Returns history	Content based on the fact that customers have previously returned certain products
Content usage (e.g., videos watched on Prime Video, books read on Kindle)	Content based on what customers have previously viewed
Data derived from customers interaction with a device	Data based on customers' interaction with a device while engaging with the Amazon Store (i.e., IP address, Session ID, configuration and data access permission on devices)
Data inferred or derived about customers	
Inferences about content potentially relevant for a customer to see in the Amazon Store	Content with which a customer has not previously engaged on the basis of data about the likelihood of a customer taking a particular action