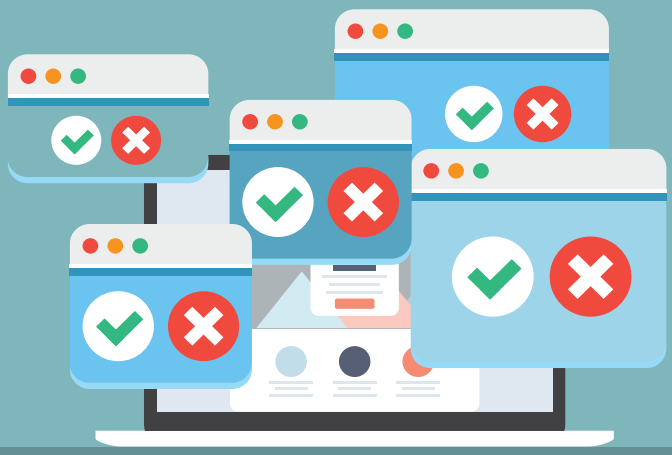
THE PRACTICAL CONSEQUENCES OF THE PROPOSED E-PRIVACY REGULATION

ADVERTISING ONLINE WILL BE IMPRACTICAL DUE TO THE RISE OF CONSENT BANNERS AND POP UPS



This proposal will lead to the rise of pay and cookie walls as well as pop up requests - which will negatively impact user experience. This will hamper the ability of small enterprises and publishers to provide tailored advertisement and they will lose key sources of revenue. Legal concepts included in the General Data Protection Regulation, such as legitimate interest and pseudonymisation allow for business flexibility while maintaining user privacy.

The vast majority **(72%)** of webshops use consumers' data which is mostly collected through cookies.

Data is not exclusively used for marketing and sales but also for the functionality of websites, like currency settings , fraud detection and monitoring for offensive content.

By 2017, social network ad spending will reach $35.98 billion.

50% of webshops generate more than 20% of sales through 3rd party advertising

92% of webshops advertise online

Sourced data based on EMOTA study and emarketer.

AUTHORITIES CAN ACCESS ANY TYPE OF USER DATA

The ePR provides for significantly more means for law enforcement authorities to request data and disregard confidentiality requirements. Lack of harmonization in this area would lead to companies facing different regimes under the 28 Member States of the EU.

A PLETHORA OF CONNECTED DEVICES AND APPS WILL FACE ADDITIONAL BARRIERS

The ePR places special restrictions on the processing of terminal equipment data and ignores the central role that such data plays in ensuring pertinence, quality of service, and quality of experience for end-users. We encourage aligning the ePR with the legal bases and provisions of the GDPR to avoid restricting machine-learning and innovation. The product features of the service need to be taken into account and the effect they may have on user experience need to be differentiated.

ALLIED FOR STARTUPS

ccia COMPUTER & COMMUNICATIONS INDUSTRY ASSOCIATION

DEVELOPERS ALLIANCE

EMOTA The European Commerce & OmniChannel Trade Association