

# EXAMPLE OF A GDPR CONSENT REQUEST

SCENARIO: A WEBSITE REQUESTS CONSENT TO SHARE DATA WITH A BRAND FOR PRODUCT OFFERS

DETAILS OF RECIPIENTS AND CATEGORIES OF RECIPIENTS. TEXT LINKS TO CONTACT DETAILS OF THE CONTROLLER AND THEIR DATA PROTECTION OFFICER.

ARTICLE 13, PARA 1, A, B, AND E.

DURATION

ARTICLE 13, PARA 2, A.

CAN SAY NO

RECITAL 42

## Pop-up Dialog

 PageFair

We would like to share your browsing habits on our site with Brand Name and their analytics partners, to understand what offers may be of interest to you.

These data will be deleted after 6 months. You can withdraw permission at any time in My Data.

Learn more?

No

OK

PURPOSE OF PROCESSING, AND NOTIFICATION OF PROFILING.

ARTICLE 13, PARA 1, C, AND PARA 2, F.

TEXT LINKS TO TOOL FOR WITHDRAWING CONSENT.

ARTICLE 7, PARAGRAPH 3.

TEXT LINKS TO TOOL TO COMPLAIN TO SUPERVISORY AUTHORITY, AND TO ACCESS, CORRECT, AND TRANSFER DATA, ETC.

ARTICLE 13, PARA 2, B, C, AND D.

 PageFair

## Pop-up Dialog



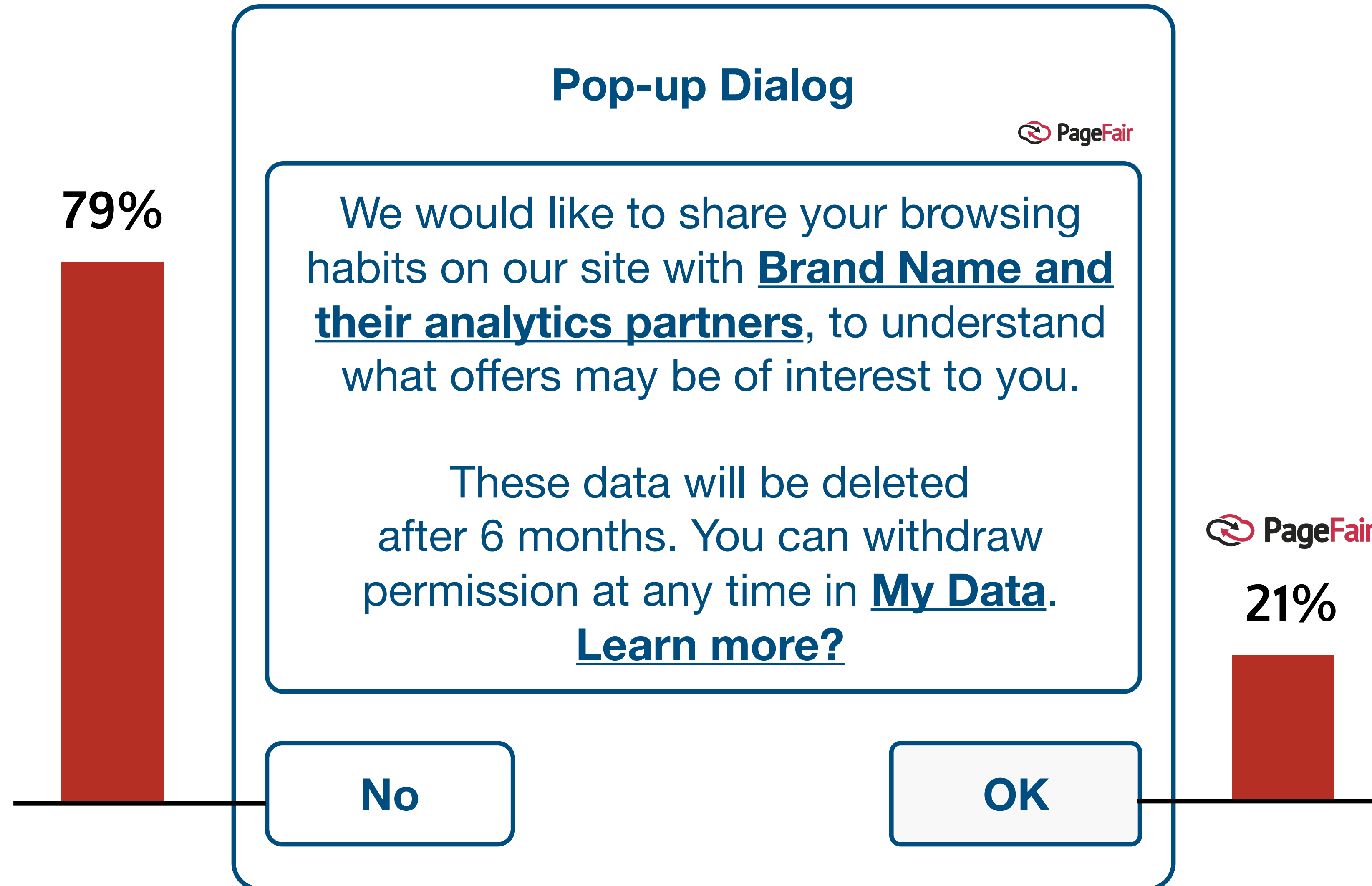
We would like to share your browsing habits on our site with **Brand Name and their analytics partners**, to understand what offers may be of interest to you.

These data will be deleted after 6 months. You can withdraw permission at any time in **My Data**.  
**Learn more?**

No

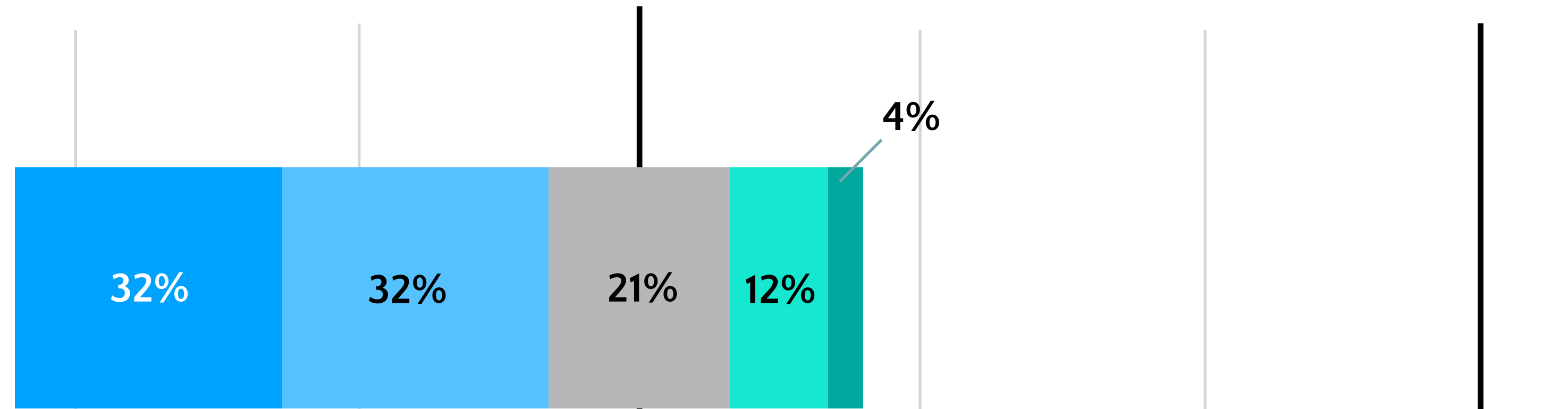
OK

Thinking of yourself as a visitor to websites, what would you select if shown this message?



■ Not at all    
 ■ To a small degree    
 ■ Moderately    
 ■ Highly    
 ■ Very highly

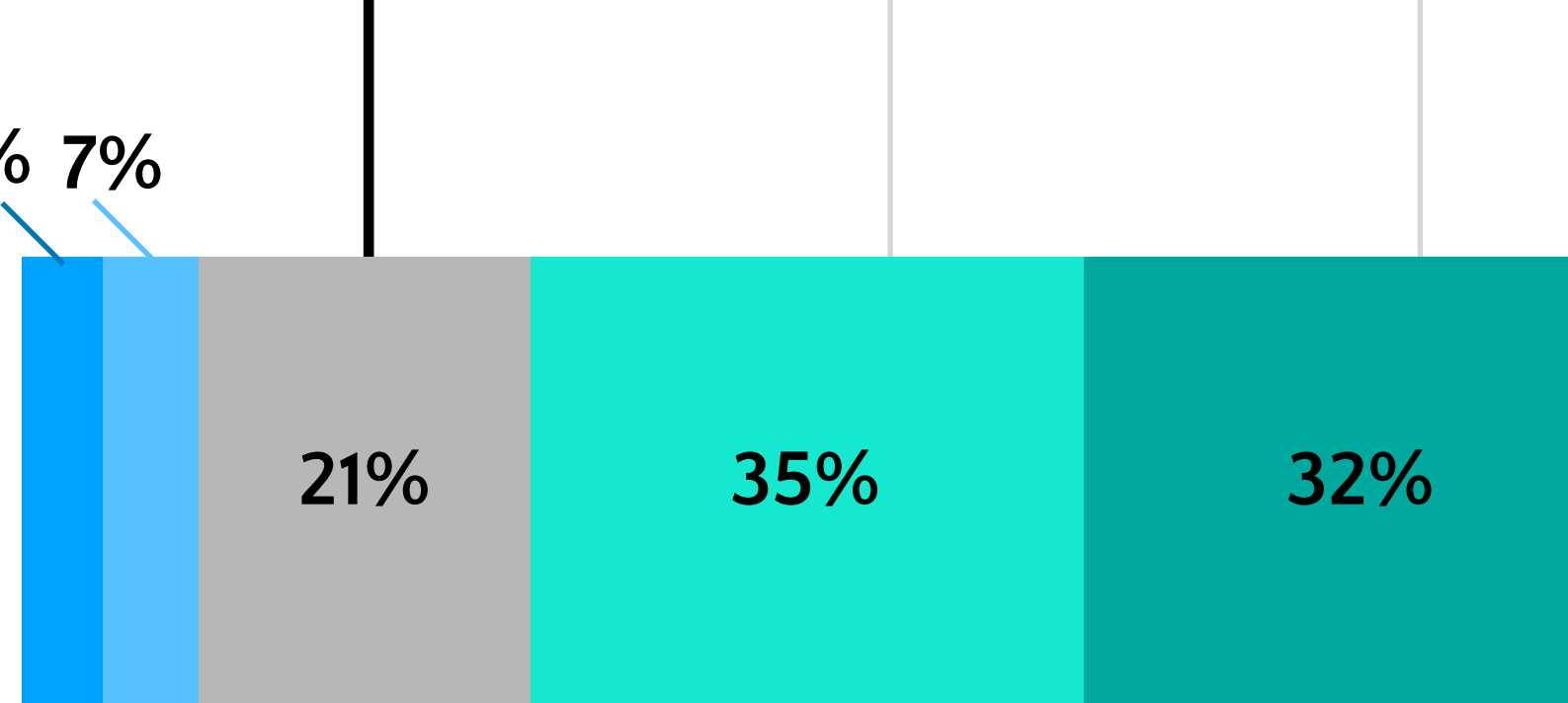
How confident are you that the average user will click 'OK' to share data with other companies?



 PageFair

5% 7%

How concerned are you about your online behaviour being tracked?



0%

100%

200%

# TRACKING QUESTIONS THAT MUST BE ASKED AT INSTALLATION

BASED ON THE E-PRIVACY REGULATION DRAFT TEXT AMENDED BY THE EUROPEAN PARLIAMENT LIBE COMMITTEE'S RAPPORTEUR'S DRAFT REPORT, JUNE 2017

AMENDED RECITAL 23  
MAKES REJECTION OF  
THIRD PARTY  
TRACKERS AND  
COOKIES THE DEFAULT.

## Tracking Preferences

Accept all tracking

Accept only first party tracking

Reject tracking unless strictly necessary for services I request

Reject all tracking

OK

THIS IS PROPOSED IN  
RECITAL 23 AS AMENDED,  
BUT RECITAL 21 SAYS THAT  
CONSENT IS NOT REQUIRED  
FOR "TECHNICAL STORAGE  
OR ACCESS WHICH IS  
STRICTLY NECESSARY AND  
PROPORTIONATE FOR ... THE  
USE OF A SPECIFIC SERVICE  
EXPLICITLY REQUESTED BY  
THE USER".

## Tracking Preferences



Accept all tracking

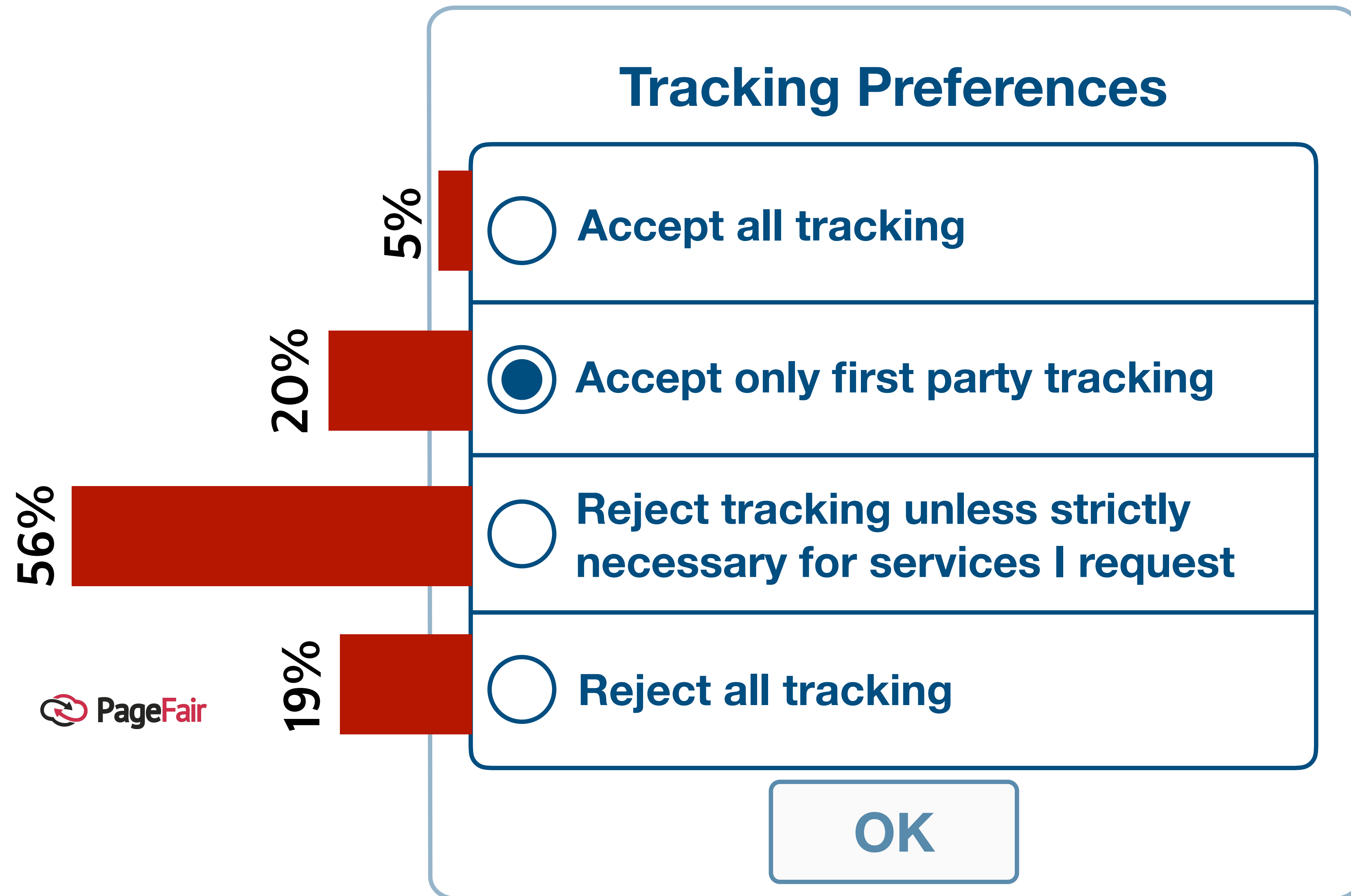
Accept only first party tracking

Reject tracking unless strictly necessary for services I request

Reject all tracking

OK

Thinking of yourself as a visitor to websites, what would you select if shown this message?

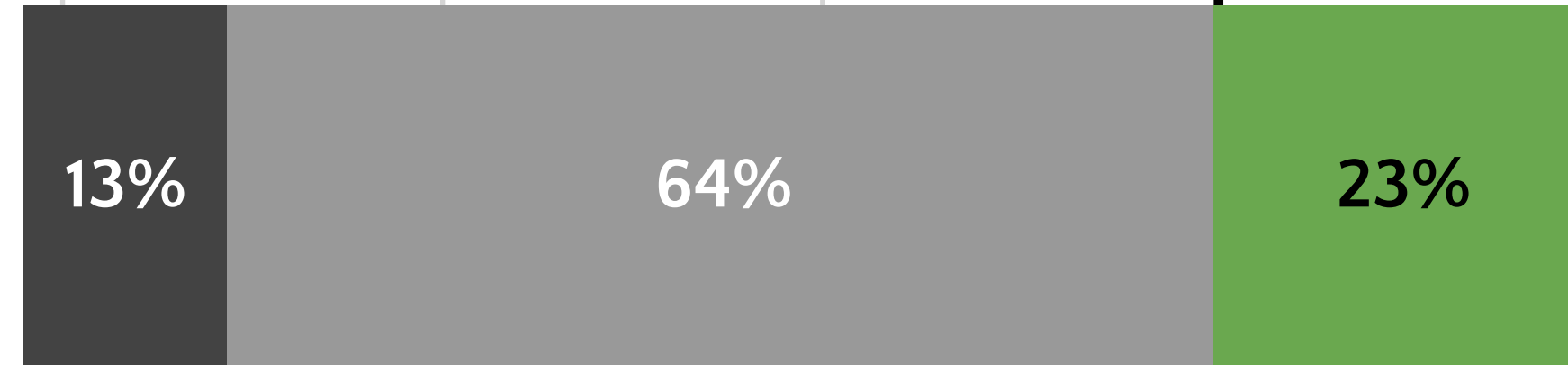


# Do you believe that users will opt-in to tracking for the purposes of advertising?

■ No   ■ Yes, if denied access to the site otherwise   ■ Yes



1st party tracking on a website



3rd party tracking on a website



Tracking by any party, anywhere on the web



0%

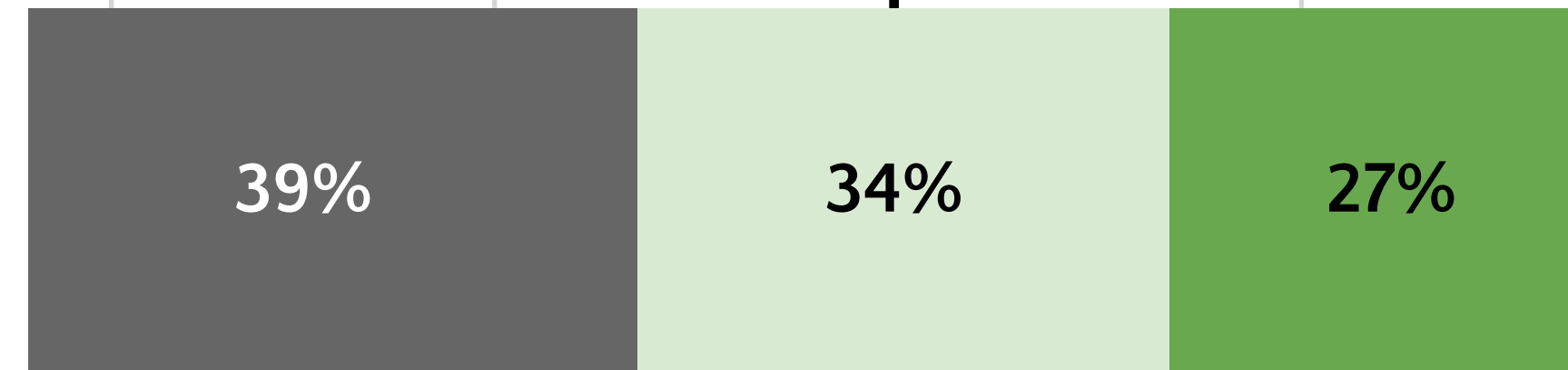
100%

200%

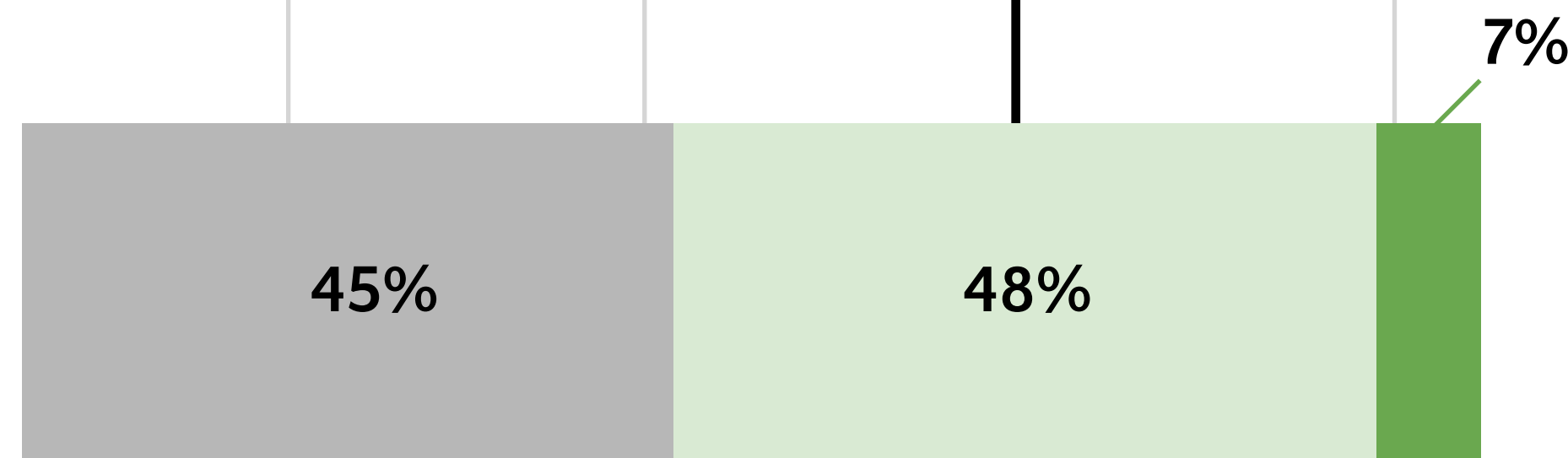




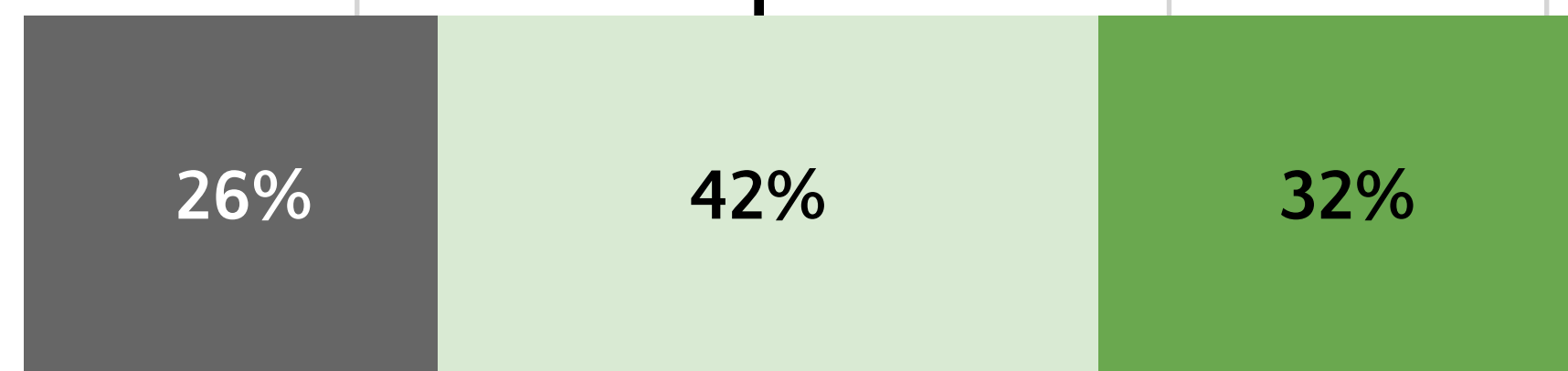
**(Publishers) Adtech companies may need to ask your visitors for consent to use their data. Do you view this as a commercial opportunity?**



**(Publishers) Will this be an issue in your next negotiations with adtech partners?**



**(Adtech) Do you anticipate that you will have to compensate publishers for the opportunity to seek consent from their visitors?**



0%

100%

200%

Note: sample of 305 respondents included 19 adtech respondents, 44 publisher respondents.