EXAMPLE OF A GDPR CONSENT REQUEST

Scenario: a website requests consent to share data with a brand for product offers

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?**

- **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.

**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.

**Duration**
- Article 13, para 2, a.

**Can say no**
- Recital 42.
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
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?
How confident are you that the average user will click ‘OK’ to share data with other companies?

- Not at all: 32%
- To a small degree: 32%
- Moderately: 21%
- Highly: 12%
- Very highly: 4%

How concerned are you about your online behaviour being tracked?

- Not at all: 21%
- To a small degree: 35%
- Moderately: 32%
- Highly: 7%
- Very highly: 5%
Amended Recital 23 makes rejection of third party trackers and cookies the default.

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?

- **Accept all tracking** (5%)
- **Accept only first party tracking** (20%)
- **Reject tracking unless strictly necessary for services I request** (56%)
- **Reject all tracking** (19%)

OK
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:
- 13%
- 64%
- 23%

3rd party tracking on a website:
- 46%
- 51%
- 3%

Tracking by any party, anywhere on the web:
- 65%
- 32%
- 3%
(Adtech) Do you anticipate that you will have to compensate publishers for the opportunity to seek consent from their visitors?

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

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

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