

Snapshot of the Irish Data Protection Commission Report on the Use of Cookies (April 6, 2020)



KEY FACTS

- 50% Amber
- 30% Red
- 7% Amber to Red
- 5% Green
- 3% Green to Amber
- 5% Excluded (one for lack of response, one as under new website launch).

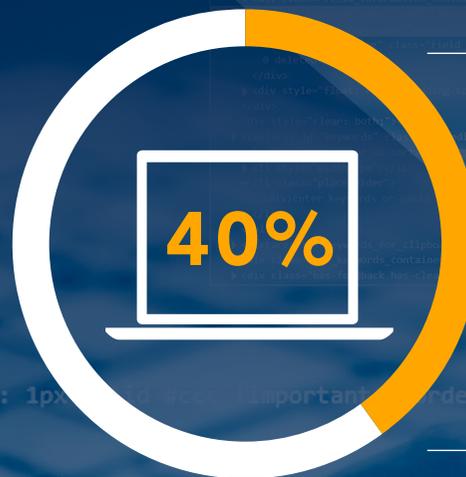


KEY TAKE AWAY

Websites need to include a tool for easy withdrawal of consent, at any time.

Consent Management Tools to be audited and ensure that they: (i) are properly set up (avoiding bad accessibility or nudging design), (ii) are doing what they say (i.e., not placing cookies that are not accepted by users), (iii) include all cookies (including pixels and SDKs).

More enforcement actions expected as from the fall.



15 websites out of 38 (or 40%) acknowledged to the Irish Data Protection Authority that they knew they were not in compliance with ePrivacy and GDPR.

