

# #DoNotTrackMe

# #ePrivacy



Consumers caught in a tracking web



On a daily basis, **people use a lot of different online tools.**

## Tracking / Profiling

**Multiple companies collect information about consumers' online activities:** what you read, what you watch, which links you click on, who your friends are and what topics you're interested in.



● Age  
● Sex  
● Name  
● Religion  
● Hobbies  
● Friends  
● Interests  
● Location  
● Browsing history

## Influencing behaviour



**Companies exploit the information they gather to build user profiles,** deliver targeted advertising and influence consumers' behaviour. **This tracking and profiling raises huge privacy concerns and can lead to discrimination** (e.g. price discrimination and exclusion).

## Delusion of 'free'



**Businesses make money from the collection and use of consumer data,** while **consumers wrongly believe they are getting everything for 'free'**. This 'surveillance'-based business model often gives consumers no choice but to give up their privacy.

The European Consumer Organisation (BEUC) believes that consumers should have the possibility to use online services without being under constant commercial surveillance. This is not at odds with our reliance on ad-funded services, nor would it mean banning behavioural advertising. BEUC asks for:

➔ **No tracking without consent**  
Online tracking and behavioural advertising to happen only when consumers give their consent.

➔ **Privacy protection by default**  
Digital devices and services to apply default settings that protect consumers against online tracking.

➔ **Ban tracking walls**  
So-called 'tracking walls', which force a consumer to accept being tracked in exchange for access to a website, to be forbidden.



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