



Subject:
Date:



ban unapproved personal data collection from on-line ads
06 April 2024 10:19:51

External: This email originated outside the ICO.
To: Information Commissioner's Office

Stephen Almond, Executive Director, Regulatory Risk

Dear Mr Almond and members of ICO,
C'ca [REDACTED] MP

I'm a private citizen and expect to be protected from unwanted, unapproved or unrestricted collection of personal data through on line advertising! I am from the ad industry and I know how these provoke data scoops work to take advantage and harvest rich personal data!

I am also a member of the global movement Ekō, and I'm writing to ask you to please ban so-called "pay or okay" business model and apply existing UK laws to restrict, monitor and punish misuse and unseen collection of personal data within social media 'service' websites. People are continuously barred by and hit by 'cookies' and highly questionable demands within tiny blocks of text within Ts&Cs that make it almost impossible to take part or access social media WITHOUT either agreeing the unreadable Terms OR the data is collected by stealth under the radar of basic international human rights and the common expectations of reasonable privacy.

Social media owners offer a service -there are online conduct terms that require agreement and that is fair enough as the service is usually provided free ...but that surely **DOES NOT or should not** give the providers any extended or included rights to collect and sell customer personal data.

No sensible person should accept that.

This mass media data harvesting has simply gone too far and we the people require the full use of existing laws; and new modern legislation suited to a modern e-worldto protect our rights, our images, our identities, our families, our personal data, personal likes/ political views and our private homes & children's lives.

If control is lax, I am concerned that the ICO's guidance will embolden some businesses to continue circumventing the fundamental principles of lawfulness, fairness, data minimisation and purpose limitation enshrined in the UK GDPR.

When 'consent or pay' models are permitted, we lose the 'genuine and free choice' to accept or reject the processing of our personal data. It allows any company to hold our fundamental rights to ransom. It's "your money or your rights" essentially, and that alone should be reason enough to ban it.

The "pay or okay" is yet another assault on my and your rights. It should still be outlawed before it causes even more inequality in our society and ICO can ensure that privacy doesn't become an unaffordable luxury.

Our kids deserve a safer and fairer digital environment.

Thank you for your attention to this critical issue.

Sincerely,

[REDACTED] MP

Windsor House Partnership

[REDACTED]

From [REDACTED] iPhone.
[REDACTED]