



**Subject:**  
**Date:**



My views on consent or pay  
11 March 2024 12:36:56

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External: This email originated outside the ICO.

Dear ICO,

As an end user I have the following views.

There is inadequate protection/explanation/transparency on what paying for a service will grant the user.

The way some agreements are worded, it is simply paying to not have adverts displayed.

This does not prevent the companies from selling the data or using it in other ways to raise revenue or feed into other models.

ie. I might not get served adverts, but they are still free to use the data that I provided for whatever they wish.

There needs to be very clear communication as to what is happening to my data, for the money I'm paying.

It could take the range of a "graded" system. eg...

- A) No adverts served
- B) Data kept by us for provision of services
- c) Data shared with third parties

Yours sincerely,

