



Date:



21 March 2024 22:30:56

---

External: This email originated outside the ICO.

I am writing into share my views on "Consent or pay" on behalf of the general public, as a consumer of online services plagued with adverts and cookies

I strongly believe that users have a right to privacy. I worry that giving users the choice between paying a fee or forfeiting their privacy isn't really a fair choice. Websites are still able to run (non-personalised) ads if users don't consent to cookies - so advertising and privacy don't have to be mutually exclusive.

Fundamentally, it feels unfair that under "consent or pay" models privacy would only be available to those who can afford it.

I also worry that regulation around this issue will be heavily influenced by the commercial interests of big advertising corporations and not the views of the general public. I imagine most members of the public will want to maintain their privacy rights, but won't be nearly as vocal as the corporate parties on the other side.

In today's world, it is nearly impossible to avoid using digital resources in daily life. People should have a right to be able to go about their normal business online while still maintaining some right to privacy. It seems as if a choice between privacy and paying a fee will erode that right.

Thank you for taking my views into consideration.

