



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



Consultation on "consent or pay" business models  
05 April 2024 14:46:11

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External: This email originated outside the ICO.

Dear Sirs,

I am concerned that while at present I can use Facebook (for example) without paying and without them using my personal data to target advertisements at me, the proposed paywall means that I will have no real choice. I don't mind seeing random adverts, but having my personal data used in ways I will not understand or be able to track, so that I am identified as a target for advertising, is not acceptable. Now I have some control, without paying, but the idea that every app can charge me for not using my data to target ads not reasonable. Where will it end?

For many years Facebook has done well without this consent or pay model, so why is this now justifiable? If they offered a "see no ads at all" service at an extra cost, that's fine – I would not pay for it but no doubt some would: I don't mind random ads and it wouldn't affect the service as I now use it.

I am concerned that the ICO's guidance will embolden some businesses to circumvent 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. I'm also concerned about the effect of this on children and the poor, who would in effect lose their ability to access the service on good privacy terms.

I hope that the ICO can ensure that privacy doesn't become an unaffordable luxury.

Thank you for seeking views on this critical issue.