

Feeding the cookie monster

TTI Spring Conference



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Marketing Director



Cookies



Name: trpUTM
Content: 594093011161612
Expires: 3 months



Lingo bingo:
session, persistent
first party, third party

EU Privacy Directive

*“Member States shall ensure that the **storing of information**, or the gaining of access to information already stored, in the terminal equipment of a subscriber or user is **only allowed** on condition that the subscriber or user concerned has given his or her **consent**, having been provided with **clear and comprehensive information**”*

Directive (2002/58/EC) on privacy and electronic communications



Why the fuss

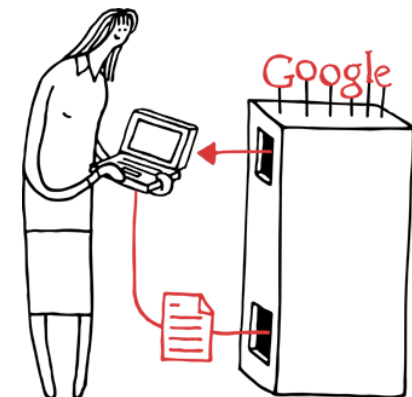


Awareness



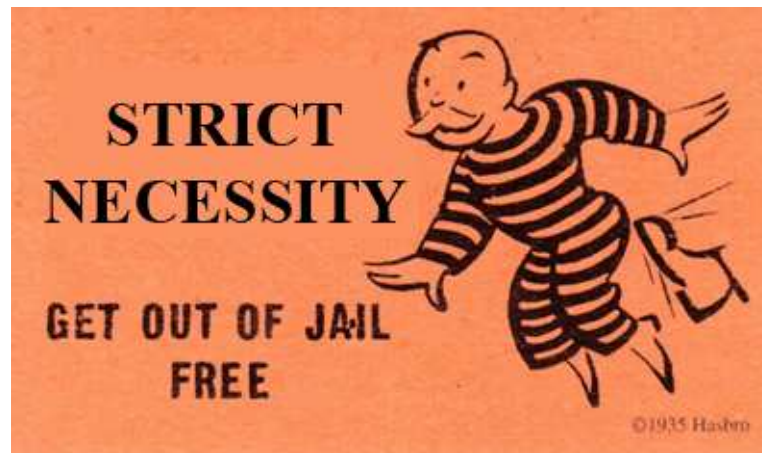
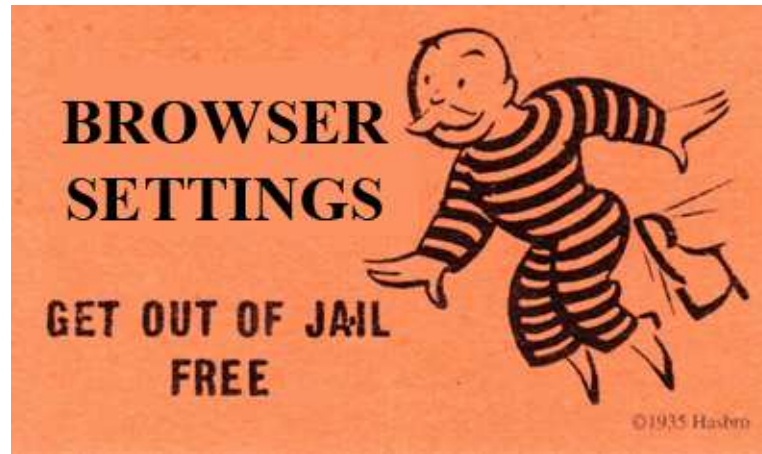
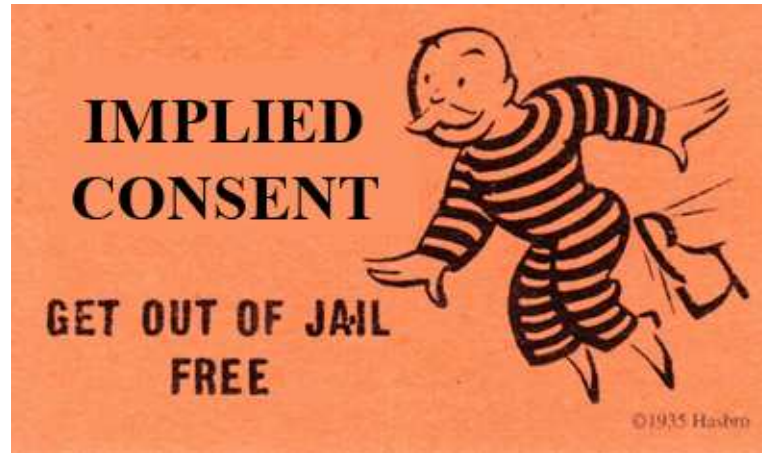
PWC Feb 2011 survey, 1K sample size:

- Only 13% of respondents indicated that they fully understood how cookies work
- 37% said they did not know how to manage cookies on their computer





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Latest news

1 March - University published personal data in training manual

Durham University breached the Data Protection Act after disclosing personal information in training materials ...

29 February - ICO presents ministerial veto report to Parliament

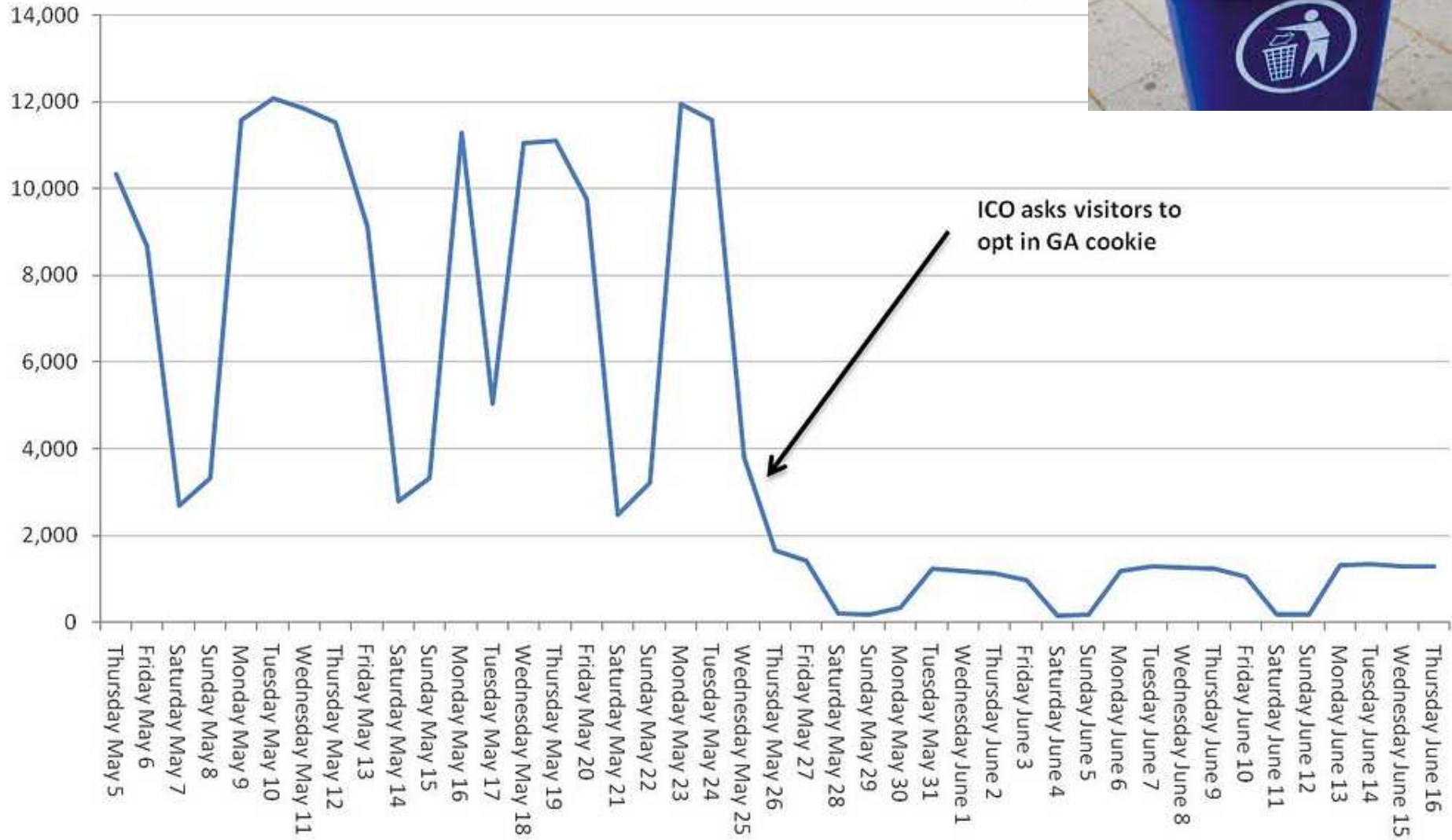
The Information Commissioner has presented a report to Parliament setting out his response to Attorney General ...

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Tracked Visits to ICO Website prior & post explicit cookie opt-in - Vicky Brock



Intrusiveness

Analytics

Prior consent

Single opt-in

Subscriber vs user



Consent on action

Inferred consent



Other markets

	Article 5(3) implemented?	Strict opt-in consent required?
Austria	✓	✗
France	✓	✓
Germany	✗	✗
Ireland	✓	✗
Italy	✗	✗
Netherlands	✗	✓
Spain	✗	✗

13 February 2012



Field Fisher Waterhouse



department for
culture, media
and sport



Internet
Advertising
Bureau
UK





Next steps



1. Read the ICO guidance
2. Audit cookie usage
3. Review user information & raise awareness
4. Determine solutions for seeking compliance