

Questions for the Digital Omnibus - Article 88B technical workshop

GDPR standards

- Could the Commission explain the intended technical workflow and the details for the four-year implementation phase? Specifically, what is the Commission's role in overseeing the standardization process, and which organizations will be responsible for developing the protocols to ensure these signals work across the entire ecosystem?
- Could the Commission explain the technical workflow of this mechanism? Specifically, how can a centralized browser setting provide the 'specific' and 'informed' information required by Article 4(11) of the GDPR across the web?
- Currently, websites use established technical frameworks to communicate privacy choices. How does the Commission expect the new browser signal to interact with these existing market standards? Will the proposal build upon current infrastructure, or will it require an entirely new technical system to ensure signals are correctly interpreted by all actors?

Economic impact assessment and cost of living

- We hear from many stakeholders that the economic impact of centralized consent could lead to a significant drop in advertising revenue for independent publishers. Has the Commission conducted a specific economic assessment on how this would affect the long-term sustainability of the European open web and the growth of SMEs?
- If advertising revenue drops significantly as we've heard, many publishers may have no choice but to implement mandatory paywalls to remain solvent.
- Similarly, how would this proposal affect the cost of living for the average EU citizen, if they had to pay for previously free content?

The media service exemption and media plurality

- Does the inclusion of the 'media service exemption' carve-out suggest that the Commission anticipates significant economic challenges for the many European publishers and content creators who are not covered by this specific definition?
- Has the Commission considered whether this proposal might unintentionally impact media diversity and access?
- Technically, how will the Commission ensure this exemption is effective for the media and understandable for users?

User confusion

- Considering the coexistence of browser-level settings and the continued need for site-level dialogues—such as for exempted media—has the Commission evaluated how this will effectively meet the objective of reducing 'consent fatigue' while maintaining clarity for the user?