

**Question for written answer E-003052/2016
to the Commission**
Rule 130
Morten Messerschmidt (ECR)

Subject: The ePrivacy directive and 'cookies'

The ePrivacy directive – more specifically Article 5(3) thereof – requires prior informed consent for storage of or access to information stored on a user's terminal equipment. In other words, users have to be asked if they agree to most cookies and similar technologies (e.g. web beacons, Flash cookies, etc.) before the site starts to use them.

Having now lived with this regulation for some years, the questioner feels it is time for the Commission to assess whether the goals of the directive have been achieved and whether the burden to the PC user is proportionate to the original intentions.

Many people experience great irritation at the constant need to approve the use of 'cookies', and approval is often given automatically, which doesn't actually increase security or awareness among users.

Will the Commission therefore give its evaluation of this requirement and suggest whether it would be prepared to remove the requirement, which in many ways is more of a burden than a source of security?