

**Question for written answer E-003379/2016  
to the Commission**  
Rule 130  
**Santiago Fisas Ayxelà (PPE)**

Subject: Internet pop-up blockers

It is increasingly common for some websites to prevent people with pop-up blockers installed on their computers from accessing content.

A number of media reports have pointed out that the internal mechanism that websites use to identify such programs may be a breach of Article 5(3) of Council Directive 2002/58/EC concerning the processing of personal data and the protection of privacy in the electronic communications sector, which prohibits any external incursions from services that do not seek users' express approval.

Users install pop-up blockers in order to stop the excessive, invasive advertising that appears on many websites.

In the light of the foregoing:

How is the Commission intending to guarantee users' privacy in the face of practices such as those described above?

How is it possible to ensure both protection for users and the viability of websites from an advertising point of view?