

Privacy and data protection

Valid Consent (Art. 6 (1)a and Art. 7 GDPR)

When creating a Spotify account, users give consent for processing personal data such as listening activity and preferences. This consent is freely given, specific, and informed (Art. 4(11)). Users can withdraw it anytime via account settings (Art. 7(3)). Overall, Spotify's consent mechanism aligns with GDPR requirements.

Right of Access (Art. 15 GDPR)

Spotify enables access to personal data through the privacy settings or a formal request via its privacy portal. The files show processing purpose, data categories, and storage duration (Art. 15(1)). Response time is said to be within the 30-day limit (Art. 12(3)).

Anonymisation vs Pseudonymisation

With anonymisation all identifiers are completely removed while with pseudonymisation the identifiers are replaced with codes which still allows re-identification. This isn't the case for anonymisation.