

QUESTIONNAIRE FOR THE PUBLIC CONSULTATION ON THE EVALUATION AND REVIEW OF THE E-PRIVACY DIRECTIVE

Fields marked with * are mandatory.

QUESTIONNAIRE FOR THE PUBLIC CONSULTATION ON THE EVALUATION AND REVIEW OF THE E-PRIVACY DIRECTIVE

The e-Privacy Directive (Directive 2002/58/EC on privacy and electronic communications) concerns the protection of privacy and personal data in the electronic communication sector. The Communication on a Digital Single Market Strategy for Europe (COM(2015) 192 final) of 6 May 2015 (DSM Communication) sets out that once the new EU rules on data protection are adopted, the ensuing review of the e-Privacy Directive should focus on ensuring a high level of protection for data subjects and a level playing field for all market players.

Given that the e-Privacy Directive particularises and complements the Data Protection Directive 95/46/EC that will be replaced by the General Data Protection Regulation (**GDPR**), this questionnaire contains several questions related to the interplay between the e-Privacy Directive and the future GDPR.

In December 2015 the European Parliament and the Council of Ministers reached a political agreement on the final draft of the GDPR. All references to the GDPR in this questionnaire and background document are based on the text adopted in December[1]. After a legal and linguistic review, which may result in small changes to the text, the GDPR will be formally adopted by the European Parliament and Council and the official texts will be published in the Official Journal of the European Union in all official languages.

The purpose of this questionnaire is twofold: First, to gather input for the evaluation process of the ePD (see Section I of the questionnaire) and second, to seek views on the possible solutions for the revision of the Directive (see Section II). The Commission invites citizens, legal entities and public authorities to submit their answers by the 5th of July 2016.

The Commission will summarise the results of this consultation in a report, which will be made publicly available on the website of the Directorate General for Communications Networks, Content and Technology. The results will feed into a Staff Working Document describing the Commission findings on the overall REFIT evaluation of the e-Privacy Directive.

This questionnaire is available in **3** languages (French, English and German). You can skip questions that you do not wish to answer, except the ones marked with an asterisk. You can pause at any time and continue later. Once you have submitted your answers, you would be able to download a copy of your completed responses as well as upload additional material.

Please note that except for responses from visually impaired, in order to ensure a fair and transparent consultation process, only responses received through the online questionnaire will be taken into account and included in the summary.

[1]

http://www.emeeting.europarl.europa.eu/committees/agenda/201512/LIBE/LIBE%282015%291217_1/sitt-

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PRIVACY STATEMENT

Please indicate your preference for the publication of your response on the Commission's website (see specific privacy statement):

Please note that regardless the option chosen, your contribution may be subject to a request for access to documents under Regulation 1049/2001 on public access to European Parliament, council and Commission documents. In this case the request will be assessed against the conditions set out in the Regulation and in accordance with applicable data protection rules.

- ☐ **Under the name given:** I consent to publication of all information in my contribution and I declare that none of it is subject to copyright restrictions that prevent publication.
- ☐ **Anonymously:** I consent to publication of all information in my contribution and I declare that none of it is subject to copyright restrictions that prevent publication.
- ☒ **Please keep my contribution confidential:** it will not be published, but will be used internally within the Commission.

Specific privacy statement e-Privacy

[Specific_20privacy_20statement_ePrivacy.pdf](#)

Before filling in the questionnaire, we suggest that you consult the background document at the right-hand side of the survey.

Background document

[05_2004_20Background_20document.pdf](#)

GENERAL INFORMATION

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Question I: If you answer on behalf of your organisation: Is your organisation registered in the Transparency Register of the European Commission and the European Parliament?

- ☒ Yes.
- ☐ No (if you would like to register now, please [click here](#)). If your entity responds without being registered, the Commission will consider its input as that of an individual.
- ☐ Not applicable (I am replying as an individual in my personal capacity).

*

Question I A: Please indicate your organisation's registration number in the Transparency Register.

534144219125-03

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Question II: Please enter the name of your institution/organisation/business:

The Internet Association (a trade association representing almost 40 of the world's leading internet companies)

Question III: Please enter your organisation's address:

The Internet Association, 1333 H Street NW, Washington, DC 20005

Question IV: Please enter your organisation's website:

<https://internetassociation.org>

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Question V: Please enter the name of a contact person:

Abigail Slater

Question VI: Please enter the phone number of a contact person:

+1 202 770-0023

*

Question VII: Please enter the e-mail address of a contact person:

slater@internetassociation.org

*

Question VIII: In which capacity are you participating in this consultation:

- ☐ Citizen
- ☐ Consumer association or user association
- ☐ Civil society association (e.g. NGO in the field of fundamental rights)
- ☐ Electronic communications network provider or provider of electronic communication services (e.g. a telecom operator)
- ☐ Association/umbrella organisation of electronic communications network providers or providers of electronic communication services
- ☒ Association/umbrella organisation/ trade association (other than associations of electronic communication service provider/network providers)
- ☐ Internet content provider (e.g. publishers, providers of digital platforms and service aggregators, broadcasters, advertisers, ad network providers)
- ☐ Other industry sector
- ☐ Government authority
- ☐ Competent Authority to enforce (part of) the e-Privacy Directive
- ☐ Other public bodies and institutions

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Question IX: Please indicate your country of residence? (In case of legal entities, please select the primary place of establishment of the entity you represent)

- ☐ Austria
- ☐ Belgium
- ☐ Bulgaria
- ☐ Croatia
- ☐ Cyprus
- ☐ Czech Republic
- ☐ Denmark
- ☐ Estonia
- ☐ Finland
- ☐ France
- ☐ Germany
- ☐ Greece
- ☐ Hungary
- ☐ Ireland
- ☐ Italy
- ☐ Latvia
- ☐ Lithuania
- ☐ Luxembourg
- ☐ Malta
- ☐ Netherlands
- ☐ Poland
- ☐ Portugal
- ☐ Romania
- ☐ Sweden
- ☐ Slovenia
- ☐ Slovak Republic
- ☐ Spain
- ☐ United Kingdom
- ☒ Other

*

Question IX A: Please specify:

United States

I. REFIT EVALUATION OF THE E-PRIVACY DIRECTIVE

Preliminary Question: How much do you know about the e-Privacy Directive?

	Very much	Much	Some	A little	Hardly anything	No opinion
Its objectives	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its provisions	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its implementation	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Its relation to GDPR	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I.1. EFFECTIVENESS OF THE E-PRIVACY DIRECTIVE

The e-Privacy Directive aims to harmonise the national provisions required to ensure an equivalent level of privacy protection in connection with the processing of data in the electronic communications sector and to ensure the free movement of such data and electronic communication equipment. This section seeks to explore the extent to which the objectives of the e-Privacy Directive have been achieved. For more information please refer to the background document (see Section III).

Question 1: Based on your experience, do you consider that the e-Privacy Directive objectives have been achieved? More particularly:

	significantly	moderately	little	not at all	do not know
Full protection of privacy and confidentiality of communications across the EU	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free movement of personal data processed in connection with the provision of electronic communication services	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free movement of electronic communications equipment and services in the EU	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 1 A: Please specify your reply. You may wish to focus on presenting the reasons why certain objectives were achieved/not achieved, please also consider whether factors other than the e-Privacy Directive influenced the outcome.

Text of 1 to 1500 characters will be accepted

The Internet Association submits that the protection and free movement of personal data in the EU is promoted by other existing and upcoming legislative instruments. The ePrivacy Directive was an important instrument in fostering national legislation that ensured the privacy and confidentiality of communications. However, since its adoption and revision a number of new legal instruments – principally the General Data Protection Regulation – have been adopted that achieve the same objectives and should be taken into account in this review. This position is consistent with the Commission's Smart Regulation Guidelines, specifically its Fitness Check. According to Commission staff, 'a fitness check assesses whether the framework for a given sector is fit for purpose by assessing the performance of the relevant framework with respect to policy objectives. A Fitness Check should play particular attention to identifying any synergies (e.g. improved performance, simplification, lower costs, reduced barriers) or inefficiencies (e.g. excessive burdens, overlaps, gaps, inconsistencies and/or obsolete measures) within the group of measures which may have appeared over time, and help to identify the cumulative impact of the interventions covered, covering both costs and benefits.' The Internet Association submits that the duplication created by having the ePrivacy Directive and the GDPR co-exist fits squarely within this framework, making the ePrivacy Directive redundant.

Question 2: Have you encountered problems in applying/understanding the rules (in your role of provider or as individual)? More in particular in relation to:

	Yes	No	No opinion
Notification of personal data breaches	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Confidentiality of electronic communications	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specific rules on traffic and location data	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Unsolicited marketing communications sent and received though the Internet	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Itemised billing of invoices	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Presentation and restriction of calling and connected line	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Automatic call forwarding	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Directories of subscribers	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Question 2 A: If you answered “Yes”, please specify your reply.

Text of 1 to 1500 characters will be accepted

The lack of harmonisation of certain provisions between Member States and vagueness in the underlying ePrivacy Directive provisions themselves have led to some ambiguity and uncertainty. For example, the rules on direct marketing are interpreted and exercised differently in different Member States. The definition of what constitutes an unsolicited messages for direct marketing is not clear, which makes it difficult to determine whether a certain message is subject to the rules or not.

However, several issues have since been resolved and superseded by more recent developments. The implementation of the breach notification regime under the ePrivacy Directive was not optimally harmonized, which resulted in considerable challenges and legal uncertainty for providers, but it is now solved by the uniform standard in the GDPR. Similarly, the definition of traffic data in the directive is unclear. However, traffic data will become personal data under the GDPR. Regulating it separately under the ePrivacy Directive would create ambiguity and inefficiencies inconsistent with the Fitness Check framework.

The Internet Association firmly agrees that confidentiality of communications should be protected. However, while it is important that the core principle is protected, it is unfortunate that these ambiguities in the ePrivacy directive, e.g. the rules on processing traffic data have been overly restrictive and prevented the use of that data for welfare enhancing purposes.

Question 3: It is currently up to Member States to set up the national bodies entrusted with the enforcement of the e-Privacy Directive. Article 15a of the e-Privacy Directive refers indeed to the “competent national authority” and, where relevant, “other national bodies” as the entities entrusted with supervisory and enforcement powers in relation to the national provisions implementing the e-Privacy Directive.

On the basis of your experience, did the fact that some Member States have allocated enforcement competence to different authorities lead

	significantly	moderately	little	not at all	do not know
to divergent interpretation of rules in the EU?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
to non-effective enforcement?	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Question 4: If you answered 'significantly' or 'moderately' to the previous question, has this in your view represented a source of confusion for:

	Yes	No	Do not know
Providers of electronic communication services, information society services and data controllers in general	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Citizens	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Competent Authorities	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Question 4 A: Please specify your reply.

Text of 1 to 1500 characters will be accepted

As explained in response to Question 2A, the Internet Association submits that it is not only the fragmented nature of enforcement jurisdiction between various competent authorities in the Member States that has led to ambiguity in its implementation. The rules on consent to cookies have been interpreted differently by different national authorities and whereas the national authorities of certain Member States have set out detailed requirements, other national authorities have provided no or minimal guidance. The legal instrument itself (a directive versus a regulation) as well as its fragmented implementation have both augmented the general conclusion associated with the ePrivacy Directive.

I.2. RELEVANCE OF THE E-PRIVACY DIRECTIVE

The Data Protection Directive 95/46/EC, which will be replaced by the General Data Protection Regulation (GDPR), is the central legislative instrument in the protection of personal data in the EU. More detailed rules were considered necessary for the protection of privacy and data protection in the electronic communications sector, which led to the adoption of the e-Privacy Directive. This section seeks to assess the relevance of the objectives of the e-Privacy Directive and each of its articles, taking into account technological, social and legal developments. For more information please refer to the background document.

Question 5: In your opinion, are specific rules at EU level necessary to ensure the following objectives:

	Yes	No	No opinion
An equivalent level of protection (full protection) across the EU regarding the right to privacy and confidentiality with respect to the processing of personal data in the electronic communications sector	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
The free movement of personal data processed in connection with the provision of electronic communication services	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Free movement of electronic communications equipment and services	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Question 6: Is there an added value to have specific rules for the electronic communications sector on...?:

	Yes	No	No opinion
Notification of personal data breaches	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Confidentiality of electronic communications	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Specific rules on traffic and location data	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Unsolicited marketing communications sent and received through the Internet	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Itemised billing of invoices	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Presentation and restriction of calling and connected line	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Automatic call forwarding	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Directories of subscribers	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Question 6 A: Please specify your reply if needed.

Text of 1 to 1500 characters will be accepted

As outlined in response to Question 1A, the ePrivacy Directive was made redundant by the GDPR in many important respects. The GDPR has clarified and bolstered the provisions of Directive 95/46/EC, in particular in the area of data security and breach notification. The GDPR has redefined personal information and broadened its scope significantly, making the privacy related provisions of the ePrivacy Directive redundant.
















The Internet Association submits that to the extent that ECS specific privacy rules are still necessary, they should be folded into the pending Telecom Package. From a first principles standpoint, the data collected by network operators is inherently more sensitive than that collected by OTT services. Network providers are the gateway to online content and services, and they can obtain significant amounts of consumer information in the course of providing their paid offerings. U.S. regulators including the Federal Trade Commission and the Federal Communications Commission agree with this assessment. The FCC is currently considering new privacy rules that reflect these inherent differences.

I.3. COHERENCE OF THE E-PRIVACY DIRECTIVE

This section aims to assess whether the existing rules fit with each other and whether they are coherent with other legal instruments. See background document for more details (see Sections III.3 and III.6).

Question 7: Are the security obligations of the e-Privacy Directive coherent with the following security requirements set forth in the different legal instruments:

	significantly	moderately	little	not at all	do not know
The Framework Directive (Article 13a): requiring providers of publicly available electronic communication services and networks to take appropriate measures to manage the risks posed to the security and integrity of the networks and services and guarantee the continuity of supply.	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<p>The future General Data Protection Regulation setting forth security obligations applying to all data controllers: imposing on data controllers and processors to implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk, including, as appropriate, the pseudonymisation and encryption of personal data and the ability to ensure the ongoing confidentiality, integrity, availability and resilience of systems and services processing personal data.</p>					
<p>The Radio Equipment Directive: imposing privacy and data protection requirements upon all terminal equipment attached to public telecommunication networks.</p>					
<p>The future Network and Information Security (NIS) Directive: obliging Member States to require that digital service providers and operators of certain essential services take appropriate and proportionate technical and organisational measures to manage the risks posed to the security of networks and information systems which they use in their operations.</p>					

Question 7 A: Please specify your reply if needed.

Text of 1 to 1500 characters will be accepted

As the question implies, a number of subsequent legal instruments have created obligations to ensure the security of consumers' personal data (GDPR) and networks and information (GDPR, NIS). These newer laws are now part of the acquis communautaire, making the relevant provisions of the ePrivacy Directive duplicative and redundant. Consistent with the Commission's Fitness Check framework, close attention should be paid to these redundancies as the path forward is developed.

Question 8: The e-Privacy Directive prohibits the use of electronic mail, fax and automatic calling machines for direct marketing unless users have given prior consent (Article 13.1). However, it leaves to Member States the choice of requiring prior consent or a right to object to allow placing person-to-person telemarketing calls (Article 13.3).

In your opinion, is the choice left to Member States to make telemarketing calls subject either to prior consent or to a right to object, coherent with the rules of Art 13.1 (which require opt in consent for electronic mail, fax and automatic calling machines), given the privacy implications and costs of each of the channels?

- ☐ Yes
- ☒ No
- ☐ No opinion

Question 8 A: Please specify your reply if needed.

Text of 1 to 1500 characters will be accepted

The Internet Association submits that this issue has been superseded by the GDPR with respect to OTT services. The GDPR provides specific rules on ensuring a higher level of harmonisation than existed in the past. The GDPR also regulates any messages sent through other means, such as social media. The Internet Association submits that to the extent that telco specific rules are still necessary in this context, they should be folded in the Telecom Package.

Question 9: There is legal uncertainty as to whether messages sent through social media are covered by the opt-in provision applying to email (Art 13.1) or by opt-out provisions (Art 13.3). Please indicate whether you agree or not with the following statements.

	Yes	No	No opinion
I find it more reasonable to apply to marketing messages sent through social media the same rules as for email (opt in)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
I find it more reasonable to apply to marketing messages sent through social media opt out rules (Art 13)	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

I.4. EFFICIENCY OF THE E-PRIVACY DIRECTIVE

In the following section we would like stakeholders to assess the costs and benefits of the e-Privacy Directive, including for citizens at large.

Question 10: The protection of privacy and personal data in the electronic communications sector is also aimed to increase users' trust in these services. **To what extent have the national provisions implementing the e-Privacy Directive contributed to raising users' trust in the protection of their data when using electronic communication services and networks?**

- ☐ Significantly
- ☐ Moderately
- ☐ Little
- ☐ Not at all
- ☒ Do not know

Question 10 A: Please specify your reply if needed.

Text of 1 to 1500 characters will be accepted

The Internet Association is not aware of data that reliably confirm the positive impact of the ePrivacy Directive.

Question 11: To what extent did the e-Privacy Directive create additional costs for businesses?

- ☐ Significantly
- ☐ Moderately
- ☐ Little
- ☐ Not at all
- ☒ Do not know

Question 11 A: Please provide an estimation of the percentage of the total cost and/or any other information.

Text of 1 to 1500 characters will be accepted

The Internet Association is not aware of data that reliably capture the overall costs of compliance with the ePrivacy Directive. However, as with most regulation, it is fair to assume that the burden falls disproportionately on small and medium sized businesses.

Question 12: In your opinion, are the costs of compliance with the e-Privacy Directive proportionate to the objectives pursued, in particular the confidentiality of communication as a measure to safeguard the fundamental right to privacy?

- ☐ Yes
- ☐ No
- ☒ No opinion

Question 12 A: Please specify your reply if needed.

Text of 1 to 1500 characters will be accepted

See above.

I.5. EU ADDED VALUE OF THE ERIVACY DIRECTIVE

This section seeks to assess the EU added value of the e-Privacy Directive especially in order to evaluate whether action at EU level is needed for this specific sector. See background document for more details (see Section III).

Question 13: Do you think that national measures would have been/be needed if there were no EU legislation on e-Privacy for the electronic communication sector?

- ☐ Yes
- ☒ No
- ☐ No opinion

Question 14: In your experience, to what extent has the e-Privacy Directive proven to have a clear EU added value to achieve the following objectives:

	Strongly agree	Agree	Disagree	Strongly disagree	Do not know
Increasing confidentiality of electronic communications in Europe	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Harmonising confidentiality of electronic communications in Europe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Ensuring free flow of personal data and equipment	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

II. REVISING THE E-PRIVACY DIRECTIVE: LOOKING AHEAD

This section covers forward looking questions to assess the possible solutions available to revise the e-Privacy Directive, in case its evaluation demonstrates the need for review.

Question 15: Based on your experience with the e-Privacy Directive and taking due account of the content of the GDPR, what should be the priorities for any future legal instrument covering privacy and data protection issues in the electronic communications sector? Multiple answers possible:

- ☐ Widening the scope of its provisions to over-the-top service providers (OTTs)
- ☐ Amending the provisions on security
- ☐ Amending the provisions on confidentiality of communications and of the terminal equipment
- ☐ Amending the provisions on unsolicited communications
- ☐ Amending the provisions on governance (competent national authorities, cooperation, fines, etc.)
- ☐ Others
- ☒ None of the provisions are needed any longer

Questions 16: In your opinion, could a directly applicable instrument, one that does not need to be implemented by Member States (i.e. a Regulation), be better to ensure an equivalent level of privacy protection in connection with the processing of data in the electronic communications sector and to ensure the free movement of such data?

- ☐ Yes
- ☐ No
- ☒ Other

Question 16 A: If you answered 'Other', please specify.

Text of 1 to 1500 characters will be accepted

As a general matter, the Internet Association supports supports harmonisation through a directly applicable regulation over a directive that can lead to ambiguity, fragmentation, and increased compliance costs. However, as previously explained there is no need for a new regulation in this context in light of the recent adoption of the GDPR.

II.1. REVIEW OF THE SCOPE

The requirements set forth by the e-Privacy Directive to protect individual's privacy apply to publicly available electronic communication services (**ECS**). Such rules do not apply to so called Over-The-Top (**OTT**) services (e.g. unmanaged Voice over IP, instant messaging, web mail, messaging in social networks). This may result in both a void of protection for citizens and in an uneven playing field in this market. Although the rules to protect personal data of Directive 95/46/EC and the future GDPR apply to OTT communications services, some specific rules of the e-Privacy Directive, such as the principle of confidentiality of communications, do not apply to these services. See background document for more details (see Section III.2).

Question 17: Should the scope be broadened so that over-the-top service providers (so called "OTTs") offer the same level of protection when they provide communications services such as Voice over IP, instant messaging, emailing over social networks).

- ☐ Yes
- ☐ In part
- ☐ Do not know
- ☒ Not at all

Question 19: In your opinion, which obligations should apply to the following types of networks (eventually subject to adaptations for different actors on proportionality grounds)?

	All networks, whether public, private or closed	Non-commercial WIFI Internet access (e.g. ancillary to other activities) provided to customers/public in, e.g. airport, hospital, mall, universities etc.	Only publicly available networks (as currently)
Security obligations	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Confidentiality of communications	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Obligations on traffic and location data	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

II.2. ENSURING SECURITY AND CONFIDENTIALITY OF COMMUNICATIONS

The e-Privacy Directive requires Member States to ensure confidentiality of communications in public communication networks and for related traffic data. Listening, tapping, storage or other kinds of interception or surveillance of communications and the related traffic data by persons other than users without the consent of the citizen concerned, except when legally authorised, is prohibited. The requirement for prior consent is extended to cover the information stored in users' terminal, given that users have very sensitive information in their computers, smartphones and similar devices. See background document for more details (see Sections III.3 and III.4).

Question 20: User empowerment and the possibility for users to protect their communications, including, for example, by securing their home WiFi connections and/or by using technical protection measures, is increasingly relevant given the number of security risks.

Do you think that legislation should ensure the right of individuals to secure their communications (e.g. set forth appropriate passwords for home wireless networks, use encryption apps), without prejudice of law enforcement needs to safeguard important public interests in accordance with the procedures, conditions and safeguards set forth by law?

- ☐ Yes
- ☒ No
- ☐ Do not know

Question 20 A: Please explain, if needed.

Text of 1 to 1500 characters will be accepted

The Internet Association respects the important role law enforcement plays in society. However, it is important in this context to avoid seeing measures taken to secure communications as in conflict with law enforcement goals. Encryption and other security measures protect EU consumers and networks from countless daily attacks from those looking to do harm to harm, including hackers, identity thieves and (in some cases) foreign governments. In this regard, secure communications are both important privacy and law enforcement tools and are thus compatible, and not in conflict, with one another. However, while the Internet Association supports encryption and other security tools, we do not believe that static legislation mandating its use is needed or helpful (see also our response to Question 22A below).

Question 21: While an important number of laws imposing security requirements are in place, numerous publicly reported security breaches point to the need for additional policy measures. **In your opinion, to what extent would the following measures improve this situation?**

	significantly	moderately	little	not at all	do not know
Development of minimum security or privacy standards for networks and services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Extending security requirements to reinforce coverage of software used in combination with the provision of a communication service, such as the operating systems embedded in terminal equipment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Extending security requirements to reinforce coverage of Internet of Things devices, such as those used in wearable computing, home automation, vehicle to vehicle communication, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Extending the security requirements to reinforce coverage of all network components, including SIM cards, apparatus used for the switching or routing of the signals, etc.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Question 22: The practice of websites to deny access to those users who refuse to accept cookies (or other technologies) have generated critics that citizens do not have a real choice. **To what extent do you agree to put forward the following measures to improve this situation?**

	strongly agree	agree	disagree	strongly disagree	do not know
Information society services should be required to make available a paying service (without behavioural advertising), as an alternative to the services paid by users' personal information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Information service providers should not have the right to prevent access to their non-subscription based services in case users refuse the storing of identifiers in their terminal equipment (i.e., identifiers not necessary for the functioning of the service)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Question 22 A: Please explain, if needed.

Text of 1 to 1500 characters will be accepted

As a general matter, the Internet Association submits that good and effective regulation should be both future proof and technology neutral. It should also not mandate specific business models. Doing otherwise stymies growth and innovation not only for larger companies but for EU startups in particular.

The ePrivacy Directive contains clear provisions mandating technology neutrality. Article 14 states that no specific technical features should be imposed on terminal or other electronic equipment. Similarly, the NIS Directive provides that its security provisions should not require that ICT products be designed or manufactured according to certain specifications. These provisions are important since they allow companies to adapt their security practices according to the rapidly evolving risk environment in which they operate. Mandating security standards would mean that companies could only adapt to these risks at the pace of static legislation which would undermine data security for society overall.

Question 23: As a consumer, do you want to be asked for your consent for the processing of your personal data and other information stored on your smart devices as regards the following? Select the option for which you want to be asked for your consent (several options possible):

- ☐ Identifiers placed/collected by a third party information society service (not the one that you are visiting) for online behavioural advertising purposes
- ☐ Identifiers placed/collected by an information society service you are visiting – when their purpose is website analytics, measuring number of website visitors, where visitors go within the website, etc. (e.g. "first party" cookies or equivalent technologies)
- ☐ Identifiers placed/collected by an information society service you are visiting whose purpose is to support user experience, such as language preference cookies[1]
- ☐ Identifiers collected/placed by an information society service to detect fraud
- ☐ Identifiers collected/placed by an information society service for frequency capping (number of times a user sees a given ad)
- ☐ Identifiers collected and immediately anonymised in a way that it is impossible to identify the users' device
- ☐ Other

[1] See Article 29 Working Party Opinion 04/2012 on Cookie Consent Exemption of 7.06.2012

Question 23 A: Please explain, if needed.

Text of 1 to 1500 characters will be accepted

N/A.

Question 24: It has been argued that requesting users' consent to the storage/access of information in their devices, in particular tracking cookies, may disrupt Internet experience. To facilitate this process and users' ability to consent, a new e-Privacy instrument should (several options possible):

- ☐ Require manufacturers of terminal equipment including operating systems and browsers to place on the market products with privacy by default settings (e.g. third party cookies off by default)
- ☐ Adopt legislation, delegated acts for example, defining mechanisms for expressing user preferences regarding whether they want to be tracked
- ☐ Mandate European Standards Organisations to produce standards (e.g. Do Not Track; Do not Store/Collect)
- ☐ Introducing provisions prohibiting specific abusive behaviours, irrespective of user's consent (e.g. unsolicited recording or filming by smart home devices)
- ☒ Support self-co regulation
- ☐ Others

Question 24 A: Please explain, if needed.

Text of 1 to 1500 characters will be accepted

The Internet Association submits that these questions have been superseded by the recent adoption of the GDPR and industry best practices such as data protection by design as well as self-regulation.

GDPR Article 25 underscores that data controllers shall implement appropriate technical and organisational measures for ensuring that, by default, only personal data which are necessary for the specific processing in question are used. That obligation applies to the amount of personal data collected, the extent of their processing, the length of their storage, and their accessibility. In particular, such measures shall ensure that by default personal data are not made accessible without the data subject's intervention to an indefinite number of third parties.

Furthermore, the GDPR contains detailed provisions on profiling. It requires that individuals should be informed of the existence of profiling and the consequences of such profiling. It provides a robust right to object in Article 21, specifically highlighting profiling and direct marketing, and states clearly that individuals shall have the right not to be subject to a decision based on automated processing, such as profiling.

Question 25: The e-Privacy Directive contains specific privacy protections for the processing of traffic and location data in order to ensure confidentiality of the related communications. In particular, they must be erased or made anonymous when they are no longer needed for the purpose of the transmission of a communication or consent to users should be asked in order to use them for added value services (e.g. route guidance, traffic information, weather forecasts and tourist information). Under the existing exemptions, the processing of traffic data is still permitted for a limited time if necessary e.g. for billing purposes. See background document for more details.

Do you consider that the exemptions to consent for processing traffic and location data should be amended? You can choose more than one option. In particular, the exceptions:

- ☐ should be broadened to include the use of such data for statistical purposes, with appropriate safeguards
- ☐ should be broadened to include the use of such data for public purposes (e.g. research, traffic control, etc.), with appropriate safeguards
- ☐ should allow the data to be used for other purposes only if the data is fully anonymised
- ☐ should not be broadened
- ☒ the provision on traffic and location data should be deleted

Question 25 A: Please explain, if needed.

Text of 1 to 1500 characters will be accepted

As flagged in response to Question 6A, the GDPR has considerably broadened the scope of what is considered personal data, specifically enumerating location data and online identifiers as personal. The GDPR significantly expands data controller obligations and data subject protections when compared to Directive 95/36/EC, making these provisions in the ePrivacy Directive redundant.

II. 3. NON-ITEMISED BILLS, CONTROL OVER CALL LINE IDENTIFICATION, AUTOMATIC CALL FORWARDING AND SUBSCRIBERS DIRECTORY

The e-Privacy Directive provides for the right of subscribers to receive non-itemised bills. The e-Privacy Directive also gives callers the right to prevent the presentation of the calling-line identification if they wish so to guarantee their anonymity. Furthermore, subscribers have the possibility to stop automatic call forwarding by a third party to their terminals. Finally, subscribers must be given the opportunity to determine whether their personal data is included in a public directory (printed, electronic or obtainable through directory inquiry services). See background document for more details (see Section III.5).

Question 26: Give us your views on the following aspects:

	This provision continues being relevant and should be kept	This provision should be amended	This provision should be deleted	Other
Non-itemised bills	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Presentation and restriction of calling and connected line identification	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Automatic call forwarding	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Subscriber directories	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Question 26 A: Please specify, if needed.

Text of 1 to 1500 characters will be accepted

The Internet Association submits that – consistent with the Commission's Fitness Check framework – the Commission should conduct a robust evaluation of the continued relevancy of these provisions. For example, obliging companies to finance printing directories seems to lack proportionality compared to society's need and demand for them. Having conducted this audit, should the Commission decide that there is still a need for some of these rules, they could be folded into the Telecom Package.

II.4. UNSOLICITED COMMERCIAL COMMUNICATIONS

The e-Privacy Directive requires prior consent to send commercial communications through electronic mail (which includes SMS), fax and automatic calling machines without human interaction). However, companies which have acquired an end-user's email in the context of a sale of products or services can send direct marketing by email to advertise their own similar products or services, provided that the end-user is given the possibility to object (often referred to as '**opt-out**'). Member States can decide whether to require opt in or opt out for marketing calls (with human interaction). Furthermore, the protection against all types of commercial communications also benefits to legal persons but the e-Privacy Directive leaves it to Member States to decide whether they are protected by an opt-in or opt-out regime. See background document (see Section III.6) for more details.

Question 27: Do you think that the Member States should retain the possibility to choose between a prior consent (opt-in) and a right to object (opt-out) regime for:

	Yes	No	Do not know
Direct marketing telephone calls (with human interaction) directed toward individual citizens	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Direct marketing communications to legal persons, (automatic calling machines, fax, e-mail and telephone calls with human interactions)	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Question 28: If you answered "no" to one or more of the options in the previous question, please tell us which system should apply in your view?

	consent (opt-in)	right to object (opt-out)	do not know
Regime for direct marketing communications by telephone calls with human interaction	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Regime of protection of legal persons	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Question 28 A: Please explain, if needed.

Text of 1 to 1500 characters will be accepted

The GDPR contains detailed provisions on direct marketing and introduces a robust right to object to unsolicited communications.

II.4. FRAGMENTED IMPLEMENTATION AND INCONSISTENT ENFORCEMENT

Some provisions of the e-Privacy Directive may be formulated in too broad and general terms. As a consequence, key provisions and concepts may have been implemented and transposed differently by Member States. Moreover, while the Data Protection Directive entrusts the enforcement of its provisions to data protection supervisory authorities, the e-Privacy Directive leaves it up to Member States to designate a competent authority, or where relevant other national bodies. This has led to a fragmented situation in the Union. Some Member States have allocated competence to data protection supervisory authorities (DPAs), whereas others to the telecom national regulatory authorities (NRAs) and others to yet another type of bodies, such as consumer authorities. See section III. 7 of background document for more details.

Question 29: Do you consider that there is a need to allocate the enforcement to a single authority?

- ☐ Yes
- ☐ No
- ☒ Do not know

Question 30: If yes, which authority would be the most appropriate one?

- ☐ National data protection authority
- ☐ National (telecom) regulatory authority
- ☐ National Consumer protection authority
- ☒ Other

Question 30 A: If 'Other', please specify.

Text of 1 to 1500 characters will be accepted

As previously explained, the Internet Association submits that most provisions in the ePrivacy Directive are duplicative of the GDPR. However, should certain telco related provisions be deemed worth retaining they should be folded into the pending Telecoms Package. This would suggest that Member State telecom authorities will continue to have jurisdiction over these matters as much as the DPAs have jurisdiction over privacy matters under the GDPR.

Question 31: Should the future consistency mechanism created by the GDPR apply in cross-border matters covered by the future e-Privacy instrument?

- ☐ Yes
- ☒ No
- ☐ Do not know

Question 32: Do you think that a new e-Privacy instrument should include specific fines and remedies for breaches of the relevant provisions of the new e-Privacy legal instrument, e.g. breaches of confidentiality of communications?

- ☐ Yes
- ☒ No
- ☐ Do not know

Question 33: These questions aim to provide a comprehensive consultation on the functioning and review of the e-Privacy Directive. Please indicate if there are other issues that should be considered. Also please share any quantitative data reports or studies to support your views.

Text of 1 to 3000 characters will be accepted

The Internet Association appreciates the opportunity to respond to this consultation. The Internet Association's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. As a trade association representing almost 40 of the world's leading internet companies, privacy and data security law and policy is a very important issue for our members. In the ePrivacy Directive context, we submit that the directive has been superseded by updates to the acquis, in particular the GDPR. To the extent that certain telco related provisions in the ePrivacy Directive are not captured by the GDPR, we submit that they should be folded into the pending Telecom Package.

Please upload any quantitative data reports or studies to support your views.

Background Documents

[document de rfrence \(/eusurvey/files/c6df1ba2-dd8d-4833-829d-5d777561d8c6\)](/eusurvey/files/c6df1ba2-dd8d-4833-829d-5d777561d8c6)

Contact

Regine.MENZIES@ec.europa.eu
