

Research Question #1: Prevalance of cookie banners

|        |        |         |       |        |         |             |        |         |
|--------|--------|---------|-------|--------|---------|-------------|--------|---------|
| Greece |        |         | UK    |        |         | Greece + UK |        |         |
| total  | w/o    | without | total | w/o    | without | total       | w/o    | without |
| 3831   | 1407   | 1534    | 11928 | 6413   | 5517    | 14961       | 7918   | 7851    |
|        | 49.39% | 58.61%  |       | 53.78% | 46.34%  |             | 52.87% | 47.13%  |

  

|             |            |  |             |            |  |
|-------------|------------|--|-------------|------------|--|
| Greece      |            |  | UK          |            |  |
| stores TPAs | w/o banner |  | stores TPAs | w/o banner |  |
| 1871        | 314        |  | 8256        | 1843       |  |
|             | 12.34%     |  |             | 15.45%     |  |

Research Question #2, #3, #5: Average number of privacy options per category, direct opt-outs, options btn

| Greece        |      |  |  | UK            |       |  |  | Greece + UK   |       |  |  |
|---------------|------|--|--|---------------|-------|--|--|---------------|-------|--|--|
| total options | 3868 |  |  | total options | 11690 |  |  | total options | 14758 |  |  |
| total banners | 1417 |  |  | total banners | 5413  |  |  | total banners | 7218  |  |  |
| average       | 2.64 |  |  | average       | 1.822 |  |  | average       | 1.931 |  |  |

  

| Greece      |                 |            |               |         | UK          |                 |            |               |         |
|-------------|-----------------|------------|---------------|---------|-------------|-----------------|------------|---------------|---------|
| affirmative | non-affirmative | managerial | informational | total   | affirmative | non-affirmative | managerial | informational | total   |
| 1417        | 383             | 596        | 732           | 3868    | 5615        | 361             | 1289       | 4405          | 11690   |
| 46.1%       | 9.88%           | 19.43%     | 24.51%        | 100.00% | 48.28%      | 3.09%           | 11.43%     | 27.46%        | 100.00% |

  

| Greece + UK |                 |            |               |         |
|-------------|-----------------|------------|---------------|---------|
| affirmative | non-affirmative | managerial | informational | total   |
| 7852        | 664             | 1885       | 5157          | 14758   |
| 47.78%      | 4.50%           | 12.77%     | 34.96%        | 100.00% |

|  |      |        |  |                     |      |        |  |                     |      |        |  |
|--|------|--------|--|---------------------|------|--------|--|---------------------|------|--------|--|
| Research question #4: How many cookie banners do not offer any options at all or offer a single option |      |        |  |                     |      |        |  |                     |      |        |  |
| Greece   |      |        |  | UK                  |      |        |  | Greece + UK         |      |        |  |
| total banners  | 1437 |        |  | total banners       | 6413 |        |  | total banners       | 7918 |        |  |
| no option  | 5    | 0.33%  |  | no option           | 59   | 0.92%  |  | no option           | 64   | 0.81%  |  |
| only privacy policy  | 59   | 3.94%  |  | only privacy policy | 563  | 8.78%  |  | only privacy policy | 622  | 7.86%  |  |
| only accept  | 253  | 16.80% |  | only accept         | 1225 | 19.10% |  | only accept         | 1478 | 18.66% |  |
| only decline   | 0    | 0.00%  |  | only decline        | 0    | 0.00%  |  | only decline        | 0    | 0.00%  |  |

3



Research Question #7: Average length of privacy text and most common terms

| Greece                    |       | Greece      |            | UK          |             |
|---------------------------|-------|-------------|------------|-------------|-------------|
| cookie banners            | 1487  | terms       | avg. 61.6% | terms       | avg. 11.16% |
| avg. len. of privacy text | 66.28 | uses        | 3.01%      | uses        | 3.58%       |
| UK                        |       | experience  | 2.96%      | best        | 2.98%       |
| cookie banners            | 643   | makeup      | 2.81%      | ensure      | 2.77%       |
| avg. len. of privacy text | 52.81 | makeup      | 2.33%      | site        | 2.66%       |
| Greece + UK               |       | experience  | 2.38%      | experience  | 2.68%       |
| cookie banners            | 7918  | experience  | 2.27%      | website     | 2.51%       |
| avg. len. of privacy text | 59.18 | site        | 2.27%      | continuing  | 2.48%       |
|                           |       | disappears  | 2.28%      | get         | 2.41%       |
|                           |       | agree       | 2.15%      | agree       | 2.34%       |
|                           |       | website     | 2.02%      | approve     | 2.24%       |
|                           |       | using       | 1.88%      | using       | 2.83%       |
|                           |       | cookies:    | 1.69%      | cookies:    | 1.93%       |
|                           |       | give        | 1.64%      | give        | 1.92%       |
|                           |       | use         | 1.64%      | use         | 1.88%       |
|                           |       | assume      | 1.64%      | assume      | 1.72%       |
|                           |       | agreeing    | 1.52%      | agreeing    | 1.67%       |
|                           |       | browse      | 1.54%      | browse      | 1.57%       |
|                           |       | consent     | 1.43%      | consent     | 1.57%       |
|                           |       | continue    | 1.45%      | continue    | 1.51%       |
|                           |       | find        | 1.43%      | find        | 1.51%       |
|                           |       | information | 1.42%      | information | 1.58%       |
|                           |       | us          | 1.38%      | us          | 1.48%       |
|                           |       | cookie      | 1.31%      | cookie      | 1.48%       |
|                           |       | accept      | 1.29%      | accept      | 1.46%       |
|                           |       | please      | 1.27%      | please      | 1.44%       |
|                           |       | advance     | 1.24%      | advance     | 1.42%       |
|                           |       | policy      | 1.18%      | policy      | 1.39%       |
|                           |       | provide     | 1.13%      | provide     | 1.33%       |
|                           |       | user        | 1.18%      | user        | 1.33%       |
|                           |       | happy       | 1.18%      | happy       | 1.32%       |
|                           |       | help        | 1.09%      | help        | 1.24%       |
|                           |       | read        | 1.08%      | read        | 1.21%       |
|                           |       | we'll       | 1.07%      | we'll       | 1.18%       |
|                           |       | browsing    | 1.06%      | browsing    | 1.17%       |
|                           |       | ok          | 1.02%      | ok          | 1.16%       |
|                           |       | make        | 1.00%      | make        | 1.15%       |
|                           |       | clicking    | 1.00%      | clicking    | 1.14%       |
|                           |       | see         | 0.99%      | see         | 1.14%       |
|                           |       | settings    | 0.98%      | settings    | 1.11%       |
|                           |       | better      | 0.96%      | better      | 1.11%       |
|                           |       | set         | 0.96%      | set         | 1.05%       |
|                           |       | possible    | 0.94%      | possible    | 1.04%       |
|                           |       | privacy     | 0.92%      | privacy     | 1.03%       |
|                           |       | services    | 0.92%      | services    | 0.99%       |
|                           |       | content     | 0.90%      | content     | 0.98%       |
|                           |       | wish        | 0.90%      | wish        | 0.96%       |
|                           |       | opt-out     | 0.88%      | opt-out     | 0.95%       |
|                           |       | time        | 0.88%      | time        | 0.93%       |
|                           |       | change      | 0.87%      | change      | 0.93%       |
|                           |       | click       | 0.87%      | click       | 0.93%       |