

# GDPR Practical Report

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## 1. Valid Consent (Art 6 (1) a), Art 7 GDPR)

Google requests user consent to process personal data for personalized services, ads, and analytics. According to Art 6 (1) a) GDPR, data processing is lawful if the user has given consent for one or more specific purposes. Google provides clear privacy information and allows users to manage or withdraw consent through their account settings, fulfilling Art 7 (2–3). However, since some data processing is required for service use, the consent may not be fully freely given as noted in Recital 43.

## 2. Right to Access (Art 15 GDPR)

Under Art 15 GDPR, users have the right to access personal data and understand its processing purposes and recipients. Google enables this through the 'Google Takeout' tool, allowing users to download all personal data linked to their accounts. This satisfies Art 15 (3), which requires providing a copy of personal data. In practice, the system respects data subject rights, though the data's complexity limits full transparency as described in Art 12 (1).

## 3. Anonymisation vs. Pseudonymisation

According to Art 4 (5) GDPR, pseudonymisation means processing data so it cannot be linked to a person without additional information. Anonymisation, referenced in Recital 26, means processing data so individuals can no longer be identified at all. Only anonymised data falls outside the GDPR's scope, while pseudonymised data remains personal and protected.