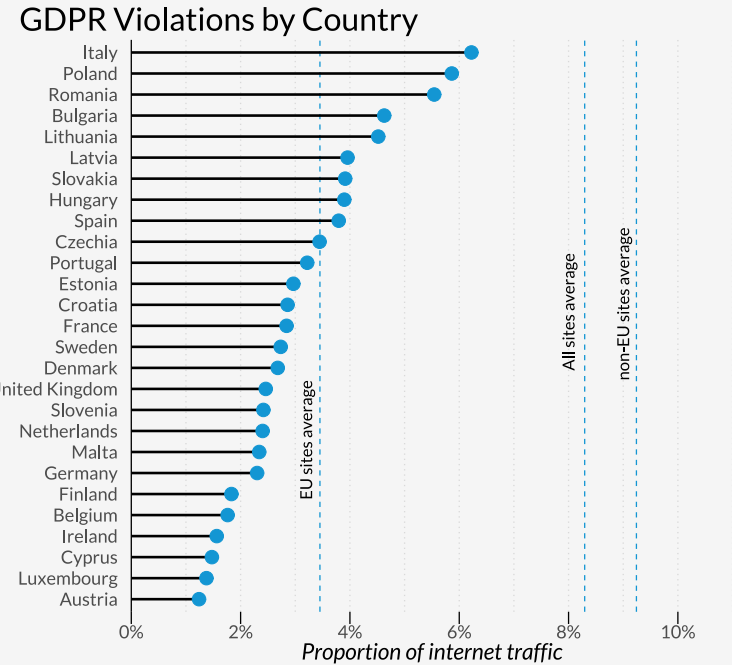


DO EU WEBSITES CARE ABOUT YOUR CONSENT?

We have all seen the annoying “This website uses cookies” pop-up when visiting a website. Of the 13 million websites on the Internet, 10% use such a cookie consent banner. Among websites hosted in EU countries, more than 22% have this banner. This is due to the General Data Protection Regulation (GDPR), which applies to all websites targeting EU residents or are hosted in EU member states, that is, websites with a EU top-level-domain (TLD) such as “.dk”. To comply with the GDPR, these websites need to receive the users’ consent before using any cookies except those strictly necessary[†]. One common use of cookies is delivering personalised advertisements with Google AdSense, which almost 4% of EU websites do. However, a significant amount of traffic is directed towards websites which do this without consent, as we see in the figure below. Yet, the GDPR has had a noticeable positive effect in reducing this number when compared to websites hosted outside the EU.

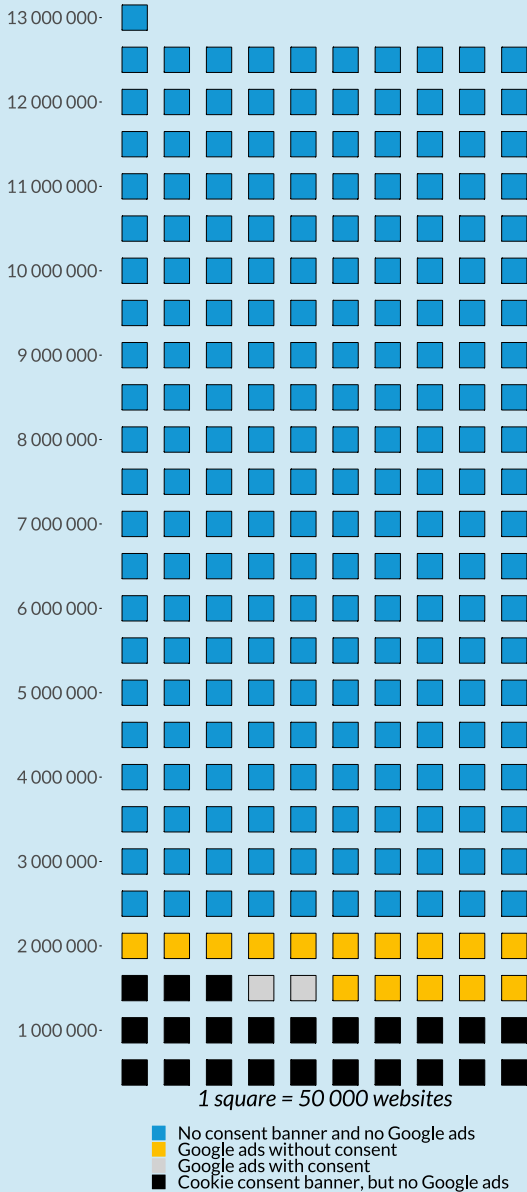


Source: The HTTP Archive’s web-page, technology and requests summaries.
Notes: The data is based on $\approx 10^9$ HTTP requests recorded by the HTTP Archive between January 1st 2023 and January 16th 2023. Only the $\approx 1.9 \cdot 10^8$ requests directed at websites with a EU TLD are considered, as these websites are obliged to comply with the GDPR. The HTTP Archive’s technology dataset is used to determine which websites use Google AdSense and cookie consent banners. As Google AdSense requires consent to cookies for both personalised and non-personalised ads[†], GDPR violations are counted by considering the proportion of HTTP requests to each EU TLD that is directed towards websites using Google AdSense without a cookie consent banner.

References:

- (†) Google AdSense Help on Personalised and non-personalised ads
- (‡) Cookies, the GDPR, and the ePrivacy Directive

The Websites of the Internet Separated by Their Use of Ads and Cookie Banners



Source: The HTTP Archive’s web-page, technology and requests summaries.

Notes: The data is based on $\approx 10^9$ HTTP requests and $\approx 10^7$ web-pages tracked between January 1st 2023 and January 16th 2023. The HTTP Archive’s technology dataset is used to determine web-page’s use of Cookie consent banners and Google AdSense.