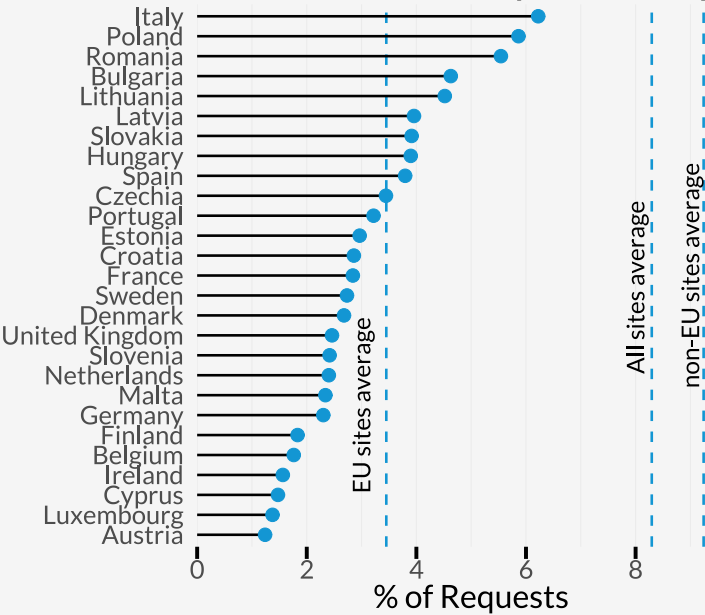


# DO EUROPEAN WEBSITES CARE ABOUT YOUR CONSENT?

We have all seen the annoying “This website uses cookies” pop-up when visiting a website. Among the over 12 million websites on the internet, about 7% sites has this banner, as we see in the waffle chart on the right. Ever since the General Data Protection Regulation (GDPR) became enforceable in May 2018, websites that target EU users or are based in an EU country need to get the user’s consent before using cookies to track user activity. Otherwise, they risk being fined. However, do all European websites do this? One way to investigate this is to use the internet traffic data released by the HTTP archive every month. We focus considered as these require prior consent regardless of whether the ads are personalised or not. Traffic to websites not employing a cookie consent banner, but using Google AdSense, will then likely be violating GDPR. Below, we can see how well European countries do in terms of their traffic:

## GDPR Violations by Country



Source: [httparchive](#)

Notes: [temst](#)

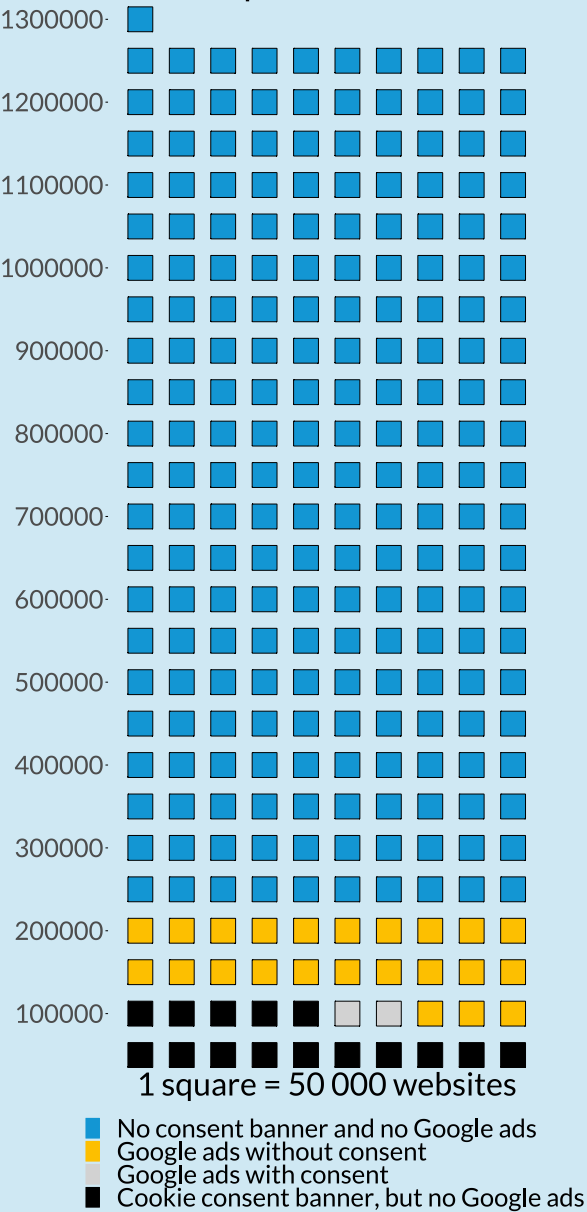
We see that Italy is the worst offender. However, all the EU countries still do better than the

References:

[Google AdSense Help on Personalised and non-personalised ads](#)

[Cookies, the GDPR, and the ePrivacy Directive](#)

## The Websites of the Internet, Seperated by Their Use of Ads and Cookie Compliance Banners



Source: Website visits and website technology usage tracked by the HTTP Archive between January 1st 2023 and January 16th 2023.