



## EUROPEAN COMMISSION

Cabinet of President Ursula von der Leyen  
Member of Cabinet

Brussels, 22/03/2021  
CA.1.CAB STAFF/

### SHORT NOTES OF A MEETING

**Subject:** Axel Springer, SE, 8/2/21,

Advertising: consent requirement give an advantage to gatekeepers, to seek consent once when others must seek it 100 times. Strong concern about Apple's new opt-in user consent for advertising, and about Google's 'privacy sandbox' differentiating 1<sup>st</sup> & 3<sup>rd</sup> party cookies => control over data via browser.

ePrivacy: concern re possible cookie walls exclusion, GDPR has several grounds for processing but ePrivacy relies on consent alone.

DMA: positive start, but need to also consider negotiation rights for publishers' neighbouring right; self-preferencing also of partners; FRAND should reach beyond app stores; data combinations should be subject to a simple ban; enforcement also via national authorities and courts.

DSA: possible overreach of obligations for small platforms; need for reliable mechanisms to avoid over-blocking of legal editorial content (e.g. from mainstream media sources).

e-signed -  
Anthony WHELAN