



## **Telecom Package: European Parliament amendment threatens Internet functionality**

**Brussels 1<sup>st</sup> April 2009:** The European Parliament Committee on Internal Market and Consumer Protection voted yesterday on an amendment to the ePrivacy Directive (2002/58/EC) that would seriously disrupt Internet usage by European citizens. No need has been proven for specific legislation that would alter current law. IAB Europe therefore urges legislators not to adopt this Amendment.

“This amendment, if adopted by the plenary, risks changing the way the Internet works today,” said IAB Europe Vice President Kimon Zorbas. Users could be faced with repeated pop-up windows or other annoying virtual labels every time they visit a web page, slowing the provision of Internet services and diminishing the user experience. The information provided in the types of notices proposed can typically be found in website privacy policies, which are already required by law.”

The amendment on cookies being championed by MEP Alexander Alvaro (FDP/ALDE) (Amendment 84) would adversely impact Internet functionality and usage. The proposal would require both Internet businesses and non-commercial websites to provide a special notification when a cookie is placed. Cookies are essential for the smooth working of the Internet and provide an enhanced user experience. For example, they are used for authentication purposes, to help remember usernames, passwords, and language choices, as well as to personalize content.

Rather than increasing data protection, this amendment will impede the way the Internet works and force companies to re-engineer their technologies. “The responsible Rapporteur, MEP Alexander Alvaro (FDP/ALDE), has not provided any evidence that there are problems with the way cookies are legislated and function today,” said Zorbas. In addition, Mr. Alvaro is disregarding the fact that today’s technologies provide users with the means to manage cookies through refusal, defined acceptance, and deletion of cookies.

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**About IAB Europe**

IAB Europe is a federation of national Interactive Advertising Bureaux (IAB) across Europe. Its mission is to promote the growth of the interactive advertising markets on behalf of its clients and national members. Supported by every major media group, advertisers, agency, portal, technology and service provider, its voice represents the interest of more than 5000 company members including Axel Springer, Alcatel-Lucent, BBC.com, Business Week, comScore MediaMetrix, Goldbach Media, Google, Hi-Media, Insites Consulting, Netlog, Nielsen Online, Nugg.ad, Publicitas Europe, Truvo and United Internet Media.. IAB Europe coordinates activities across the region including public affairs, benchmarking, research, setting standards and best practices. The member countries are Austria, Belgium, Croatia, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Turkey and the UK. For more information, please see [www.iabeurope.eu](http://www.iabeurope.eu)