

Question for written answer E-004137/2026
to the Commission
Rule 144
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Subject: Simplifying online consent mechanisms and strengthening digital privacy across the EU

On 10 September 2026, a coalition of civil society organisations, businesses and academics called on the EU institutions to replace traditional cookie banners with automated privacy signals.

Under the proposed system, internet users could establish their preferences regarding online tracking and data processing once, with these choices automatically communicated to websites. This approach could reduce repetitive consent requests, strengthen personal data protection and ease administrative burdens for businesses.

The initiative comes amid growing concerns that current cookie banners often rely on complex or misleading consent mechanisms, making it difficult for users to exercise meaningful control over their personal data.

Although Article 88b of the Commission's Digital Omnibus proposal introduces automated privacy signals, the provision was omitted from the Irish Presidency's compromise text, raising questions about the future of this simplification measure.

How does the Commission intend to ensure that the Digital Omnibus delivers meaningful simplification for citizens and businesses while safeguarding effective consent, and what action will it take to support the introduction of interoperable, legally binding automated privacy signals across the EU?

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