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# **Can the GPC standard eliminate consent banners in the EU?**

*Workshop — Towards a Competitive Digital EU: Regulatory Effectiveness in Practice*

*HEC Paris*

*March 24, 2026*

# Take control of your privacy.

Online privacy should be accessible to everyone. It starts with a simpler way to exercise your rights.

[GET STARTED](#)

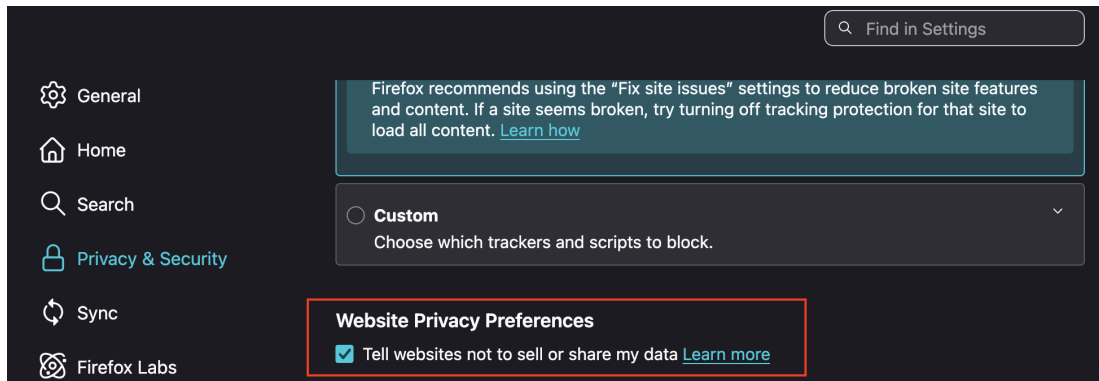
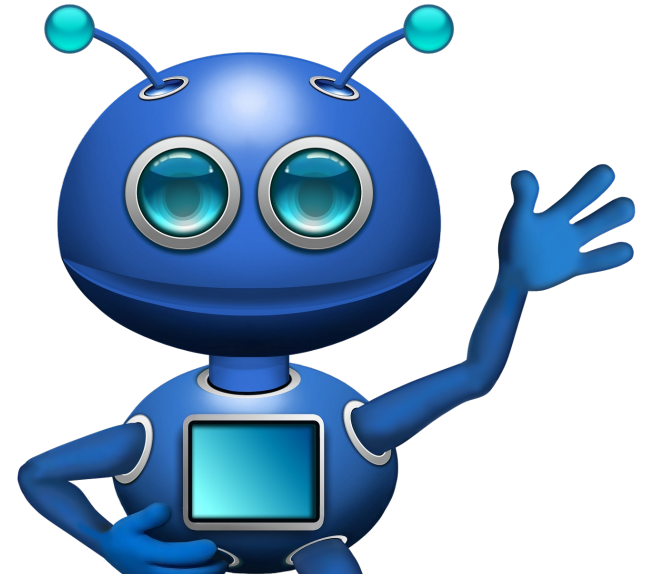
[GET INVOLVED](#)



<https://globalprivacycontrol.org/>

# What is GPC?

- Global Privacy Control (GPC) is like a little robot sending a do-not track signal
- For all sites you visit or just some
- For web, mobile apps, ...
- Wait a minute, don't we already have DNT?  
→ Yes, but it is not enforceable



Firefox 147.0.1 GPC setting



**Archive - Attorney General Becerra**

@AGBecerra



**#CCPA** requires businesses to treat a user-enabled global privacy control as a legally valid consumer request to opt out of the sale of their data.

CCPA opened the door to developing a technical standard, like the GPC, which satisfies this legal requirement & protects privacy.

6:56 PM · Jan 28, 2021



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## Press Releases



OFFICE OF THE ATTORNEY GENERAL  
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09/09/2025

### Connecticut, California and Colorado Announce Joint Investigative Privacy Sweep

#### States Investigating Businesses Refusing to Honor Consumers' Right to Opt-Out of the Sale of Their Personal Information

(Hartford, CT) — Connecticut Attorney General William Tong and the attorneys general of California and Colorado and the California Privacy Protection Agency today announced an **investigative sweep involving potential noncompliance with Global Privacy Control, or GPC**, an easy-to-use browser setting or extension that automatically signals to businesses a consumer's request to stop selling or sharing their personal information to third parties. As part of the sweep announced today, the coalition sent letters to businesses that do not appear to be processing consumer requests to opt out of the sale of their personal information submitted via the GPC as required by law and requested that those businesses come into immediate compliance. This sweep reinforces the three states' 2025 Data Privacy Day **educational efforts** on the

# Integrating GPC into the Structure of the Web

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## Global Privacy Control (GPC)

Proposal 22 March 2024

▼ More details about this document

Latest editor's draft:

<https://privacycg.github.io/gpc-spec/>

History:

[Commit history](#)

Editors:

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Feedback:

[GitHub privacycg/gpc-spec \(pull requests, new issue, open issues\)](#)

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## Abstract

This document defines a signal, transmitted over HTTP and through the DOM, to websites and services to not sell or share their personal information with third intended to work with existing and upcoming legal frameworks that render such

# Adoption

## Browsers and Extensions



brave



Firefox Browser



DuckDuckGo



abine



OptMeowt



D.

## Privacy and Consumer Orgs



## Consent Management Platforms (CMPs)

OneTrust

PRIVACY. SECURITY & GOVERNANCE



DIDOMI

complian

TrustArc

Sourcepoint

wirewheel

## Regulators

California, Colorado, Connecticut, ...

## Publishers, Retailers, Companies

The New York Times



The Washington Post

cafe media



meredith DIGITAL



Check if a site supports GPC at <https://gpsup.com/>

GPC specification: <https://w3c.github.io/gpc/>

# Measurements

*Enabling GPC initially reduces the number of intractable cookies by 30% on average, with a further 32% reduction possible on subsequent visits by rejecting the banners.*

Rasaii et al., PETS 2025, <https://arxiv.org/abs/2506.11947>.

We are doing quarterly web crawls.

Data publicly available: <https://github.com/privacy-tech-lab/gpc-web-crawler>

# GPC in the EU



- Who determines what the GPC signal means?
  - EDPB (guidelines and consistency mechanism)
  - National DPAs (e.g., CNIL, DPC, BfDI) enforce
- Under the GDPR sending a GPC signal could be interpreted as the withdrawal of consent and objection to the processing of personal data by third parties, Art 7(3) and 21(5)
  - No banners for targeting cookies
  - Could be broader
- Digital Omnibus is an opportunity!



- Paper: <https://arxiv.org/pdf/2512.08856>

# GPC in the EU

- From practice to theory: Not coming up with a framework that everybody implements
- The other way around:  
Implementation → What to do with it
- That is also how standards work; real-life best practices that are established, then compiled

# GPC in the EU

Meta



Do you want us to show you ads tailored to your interests by using your activity information?



A universal opt-out control has changed an ad setting that lets you opt out of sharing information from [ad partners](#) to show you ads. You can turn this off for all accounts in this Accounts Center.

This choice will continue to apply even if you change your account settings. You can change this choice in [Ad preferences](#) at any time.

We always use strict security standards to keep your information safe.

Some information may be anonymized and used in our [Privacy Policy](#), regardless of your choice.

This isn't the only kind of information from ad partners that we use to show you ads. See details about [audience-based advertising](#).

Learn more about [ad partners](#).

Use this information

Don't use this information

## COOKIE PREFERENCES:



Your browser's Global Privacy Control is enabled. Non-essential cookies have been automatically disabled.

[Learn more about GPC](#)

### Optional Cookies

These are cookies to help us serve you better and ensure your experience online is optimized (ex. advertising & site usage analysis).

### Required Cookies

These are cookies necessary for the functionality of the site.

CONFIRM

# The Big Picture

- Start narrow, then broaden
- Change the structure of the system
- Ads are OK, but they should not violate people's privacy
- Try to keep the web innovative *and* private
- Why it is not a good idea to implement a fully technically self-enforceable system
- If you are interested in participating in a workshop on automated privacy signals with the EU Commission on May 18 in Brussels (or online), let me know (szimmeck@wesleyan.edu)