

Mischa Rürup, Founder & CEO Usercentrics



CONSENT IS KING



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THANKS TO
GDPR & ePRIVACY

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LIKE IT OR NOT,
IT'S COMING!



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NOW DON'T PANIC,
IT WILL BE ALRIGHT

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WHAT ABOUT THEM COOKIES?



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CONSENT (6a) VS. LEGITIMATE INTEREST (6f)

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NEW

OK

COOL

HELLO, OLD FRIEND:
„COOKIE-BANNER“ 2.0

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BLACKROCK



FOLLOW THE GIANTS



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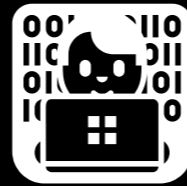
TELL YOUR CUSTOMERS,
YOU NEED THEIR CONSENT

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RAISE THE BAR

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