

**Insights**

## **LAWYERS DISCUSS THE PROPOSALS FOR COOKIE REFORM IN THE UK AND THE PATH AHEAD**

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The UK's ePrivacy regime has become unpopular due to the rapid proliferation of intrusive consent banners over the past few years making it an obvious target for reform by the Government. However, prior to 2018 and the introduction of the EU's General Data Protection Regulation (GDPR) , this wasn't the case as a tacit acceptance of the concept of 'implied consent' allowed companies to place tracking technologies with a lower level of notice.

Partner Geraldine Scali and Senior Associate Tom Evans discuss the new proposals for cookie reform in the UK and the potential path ahead.

The article first appeared in Data Protection Magazine and can be accessed here on the [DataGuidance Platform](#).

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