How EU citizens perceive digital advertising since GDPR

Despite slight market differences, 3 in 4 consumers have a general awareness of GDPR, though not necessarily a working knowledge of its impact.

- Despite lacking a thorough understanding, around 2 in 5 consumers were aware when asked of some of GDPR’s purposes & provisions.
- 40% of respondents agree they feel more knowledgeable since GDPR about the way in which information about them is collected and used online.

The introduction of GDPR has helped consumers feel more knowledgeable about online data, online behavioral advertising (OBA) and are more comfortable sharing their data.

Many consumers now have some knowledge of how data is used for advertising, but 72% would like to find out more.

Good understanding
Reasonable understanding
Aware, but unsure how it works
Aware, but never thought about it
Not aware

Understanding of the use of data for online advertising varies according to age and market:

- Users of the AdChoices icon feel more informed, have a better understanding of data use, and are more receptive towards OBA and site personalization.

More information on www.edaa.eu