

**Priority question for written answer P-000606/2024
to the Commission**

Rule 138

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Subject: Inadequate answers from Commissioner Breton on 'pay or consent' model introduced by Meta

We thank Commissioner Breton for his response to our questions regarding Meta's 'pay or consent' model.¹ Unfortunately, we find ourselves compelled to express concerns regarding the clarity and specificity of his response, which comes close to contempt of parliament.

While it is correct that the Digital Markets Act allows for less personalised alternatives, such as contextual advertising, our question pertained specifically to the urgent measures the Commission intends to take to ensure robust data protection for EU citizens and to mitigate the need for individuals to sacrifice their privacy for online services. Our question therefore remains unanswered.

That is why we would like to ask our question again:

1. As millions of users in the EU are currently confronted with this choice, what will the Commission do to urgently ensure that the right to data protection is upheld and that people in the EU do not have to pay for their privacy?
2. Additionally, given recent reports indicating a doubling of costs associated with Meta's 'pay or consent' model as of 1 March 2024, does the Commission intend to address this concerning development and its implications for EU citizens' access to online services and data privacy rights?

Submitted: 23.2.2024

¹ https://www.europarl.europa.eu/doceo/document/E-9-2023-003424-ASW_EN.html.