



歐盟繼GDPR後將推ePrivacy隱私法案 EU to launch ePrivacy Regulation after GDPR

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資料來源：數位時代、端聞、MediaPost

繼歐盟通用資料保護規則 (GDPR) 於5月25日推行，要求科技公司使用數據前，需獲得使用者明確同意，唯歐盟正計劃加推於2017年所擬出的《電子隱私條例》(Regulation on Privacy and Electronic Communications，簡稱ePrivacy)，主要針對網路通訊軟體與設備。

基本上ePrivacy的立法精神與GDPR相同，但整體的目標放在電子通訊系統，舉凡要使用cookie、IP位址、GPS座標等資料時，必須獲得使用者的明確許可，才能在手機內放置追蹤程式碼及蒐集數據，新法案同時限制Google與Facebook這樣的公司追蹤用戶訊息以投放針對性廣告。這或將令相關在線廣告公司業務受損，並導致網絡出版商與內容創作者的廣告收入減少。

目前ePrivacy正在歐洲議會審查，未來是不是會推出還有待後續觀察，歐洲理事會必須先取得共識，才能接著到歐洲議會進行討論，未來仍充滿變數。

Since May 25, the European Union's General Data Protection Regulation (GDPR) has been in full effect, and all companies that handle the data of EU citizens are operating in a new reality. Yet companies must also begin to prepare for new restrictions in the form of the EU ePrivacy Regulation.

The ePrivacy Regulation is designed to work in tandem with the GDPR. It focuses on storing and accessing data on a user's device and, in particular, zeroes in on the areas of unsolicited marketing, cookies, and confidentiality.

The consent obtained above is the basis for sending direct marketing communications to end-users. Direct marketing messages must indicate the marketing nature of the communications and indicate the entity on whose behalf the message is sent.

Given the extensive process required by the EU before the regulation would go live, it is unknown whether the ePrivacy Regulation will come into effect within the coming year.