



Data Protection Regulation one year on: 73% of Europeans have heard of at least one of their rights

Brussels, 13 June 2019

Today, at the occasion of a stock-taking [event to mark the first year of application of the EU General Data Protection Regulation](#), the European Commission is publishing the results of a special Eurobarometer survey on data protection. The results show that Europeans are relatively well aware of the new data protection rules, their rights and the existence of national data protection authorities, to whom they can turn for help when their rights are violated.

Andrus **Ansip**, Vice-President for the Digital Single Market said: “European citizens have become more aware of their digital rights and this is encouraging news. However, only three in ten Europeans have heard of all their new data rights. For companies, their customers’ trust is hard currency and this trust starts with the customers’ understanding of, and confidence in, privacy settings. Being aware is a precondition to being able to exercise your rights. Both sides can only win from clearer and simpler application of data protection rules.”

Věra **Jourová**, Commissioner for Justice, Consumers and Gender Equality added: “Helping Europeans regain control over their personal data is one of our biggest priorities. But, of the 60% Europeans who read their privacy statements, only 13% read them fully. This is because the statements are too long or too difficult to understand. I once again urge all online companies to provide privacy statements that are concise, transparent and easily understandable by all users. I also encourage all Europeans to use their data protection rights and to optimise their privacy settings”.

Based on the views of 27,000 Europeans, the Eurobarometer results show that 73% of respondents have heard of at least one of the six tested rights guaranteed by the General Data Protection Regulation. The highest levels of awareness among citizens are recorded for the right to access their own data (65%), the right to correct the data if they are wrong (61%), the right to object to receiving direct marketing (59%) and the right to have their own data deleted (57%).

In addition, 67% of respondents know about the General Data Protection Regulation and 57% of respondents know about their national data protection authorities. The results also show that data protection is a concern, as 62% of respondents are concerned that they do not have complete control over the personal data provided online.

Also today, the European Commission organises [an event bringing together national and EU authorities and businesses to mark the first year of implementation of the EU General Data Protection Regulation](#), in the presence of Commissioner **Jourová**.

Next steps

The Commission is launching today an awareness raising campaign to encourage citizens to read [privacy statements](#) and to optimise their [privacy settings](#) so that they only share the data they are willing to share.

The Commission will also report on the application of General Data Protection Regulation in 2020.

Background

The [General Data Protection Regulation](#) is a single set of rules with a common EU approach to the protection of personal data, directly applicable in the Member States. It reinforces trust by putting individuals back in control of their personal data and at the same time guarantees the free flow of personal data between EU Member States. The protection of personal data is a [fundamental right in the European Union](#).

[The GDPR has been applicable since 25 May 2018](#). Since then, nearly all Member States have adapted their national laws in the light of GDPR. The national Data Protection Authorities are in charge of enforcing the new rules and are better coordinating their actions thanks to the new

cooperation mechanisms and the European Data Protection Board. They are issuing guidelines on key aspects of the GDPR to support the implementation of the new rules.

Today's stock-taking event will consist of three panel discussions:

- Panel 1 – How effective is enforcement?
- Panel 2 – Data protection as a business opportunity
- Panel 3 – How do individuals use their new rights?

For more information

- [Eurobarometer: full results of the special Eurobarometer on data protection, including country specific factsheets](#)
- [Factsheet: Take control of your virtual identity](#)
- [Stock-taking event: One year of GDPR application: Taking stock in the EU and beyond](#)
- [GDPR Portal - 2018 reform of EU data protection rules](#)
- [Multi-stakeholder Expert Group Report on the GDPR application](#)
- [Statement 22 May "General Data Protection Regulation – one year on"](#)
- [Press release: Guidance on the regulation of free flow of non-personal data](#)

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