


From: CNECT-G1@ec.europa.eu 
Subject: Reality check on the Cookie Policy Framework under Article 5(3) ePrivacy Directive
Date: 3 September 2025 at 17:29
To: CNECT-G1@ec.europa.eu
Cc: SCHNEIDER Soeren Soeren.SCHNEIDER@ec.europa.eu

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Dear Sir or Madam,

the European Commission will present by the end of the year a Digital Package to cut red tape and simplify the EU's digital rulebook, including a Digital Omnibus proposal: a set of targeted amendments across existing laws to make compliance easier, reduce administrative burdens, and bring immediate relief to companies and other stakeholders operating in the EU's Single Market.

To gather additional information supporting this initiative, the Commission is organising a series of '**reality checks**' – focus group discussions with businesses, to assess the implementation of digital legislation and the impact on business operations. This is a chance for professionals to bring forward their real-world experiences with applying the rules, the compliance costs they incur, and their ideas for simplification measures that are firmly grounded in business realities.

This reality check will focus on the **cookie policy framework under Article 5(3) of the ePrivacy Directive** on the placement of information on terminal equipment of users. The Commission currently considers addressing this provision in the Digital Omnibus.

We are pleased to invite you to participate in this discussion.

Organizational details

- The focus group discussion will be held on **Monday, 15 September 2025 (14:00-16:30 CET)** in a **remote** format and in English.
- You will be discussing with officials from the European Commission, and will be joined by 10-15 representatives of other companies and civil society organisations.
- The focus groups will be carried out under the Chatham House rule – nothing said in the meeting can be quoted and attributed to the speaker or the company they represent.
- If you wish to share confidentially with the Commission additional data points or make additional contributions, you can do so in writing afterwards.
- Following the confirmation of your attendance, you will receive a background note, including specific questions planned for guiding the discussion.

How will the Commission use the results?

- Your experience will feed into the analysis of the real-life experiences in the application of the laws we are 'stress-testing'. It will support the design of the simplification measures the Commission will propose later this year. We will summarise this analysis in a report ('Staff Working Document') attached to the legal proposal for revising the laws.
- We might quote some of your testimonies but will not attribute them to you or your company. We might refer to 'an SME'/'a large company'/'active in (industry) sector'.
- We might also use the cost figures you share to inform the parameters of the cost models we will be computing.

If you wish to participate, please confirm your presence via e-mail to CNECT-G1@ec.europa.eu by **9 September 2025** at the latest, indicating the **contact details** of your organisation's representative who will participate in the discussion.

For any questions, please contact CNECT-G1@ec.europa.eu.

Kind regards,

Björn Juretzki

Head of Unit



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