Global Data and Cyber Handbook - EU

Cookies, Online Tracking and Direct Marketing

| Contents |
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| To generate table of contents, right-click here and select **Update Field.** |

# Are there specific requirements for the use of cookies and other online tracking technologies?

*Last review date: January 2025*

Yes

# Are there specific requirements related to the use of personal data for direct marketing activities?

*Last review date: January 2025*

**Email marketing**

☒   prior opt-in consent  
☒prior existing business relationship (and subject to other requirements) with opt-out consent

**Telephone marketing**

☒   prior opt-in consent

**SMS/text message marketing**

☒   prior opt-in consent

**Postal marketing**

☒   prior opt-in consent

**Online behavioral advertising targeting/social media targeting/ad personalization marketing**

☒   prior opt-in consent

Note that for telephone, SMS/text message and postal marketing, it’s also necessary to check opt-out registers, and other requirements may apply.

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