



## CNBC.com: Europe's Sweeping Privacy Rule was Supposed to Change the Internet, but So Far it's Mostly Created Frustration for Users, Companies, and Regulators

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The European Union's General Data Protection Regulation (GDPR) aimed to bolster consumer privacy rights online. However, some argue that GDPR has not quite lived up to these hopes.

"I think it (GDPR) has given consumers a greater awareness of what data is being collected about them, and a greater ability to control that data," said data security special counsel Scott Pink. "But now, I think there's still some lack of clarity from consumers on exactly what they need to do."

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