

Americans Should Have More Control Over Their Data | Bloomberg

By Kara Alaimo

April 13, 2018

While the principle behind the new EU law could justify wide-ranging new regulations and restrictions on how companies throughout the world do business, James Ryseff, a former Google engineer, says it's likely that initially it will simply allow users to opt out of the "cookies" that track internet users as they surf the web. Although this will reduce the amount of data that tech companies can collect, it doesn't truly allow users to opt out of targeted advertising, since businesses can still use the information they gather through other techniques — such as in-store purchases — to classify and reach customers. That's why, Ryseff says, Americans should have more sophisticated ways to determine exactly what advertisers learn about us.

Source: [Americans Should Have More Control Over Their Data | Bloomberg](#)