

# Google and Facebook Accused of Breaking GDPR Laws | Slate

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Complaints have been filed against Facebook, Google, Instagram and WhatsApp within hours of the new GDPR data protection law taking effect.

The companies are accused of forcing users to consent to targeted advertising to use the services.

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The General Data Protection Regulation (GDPR) is a new EU law that changes how personal data can be collected and used. Even companies based outside the EU must follow the new rules if offering their services in the EU.

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“The GDPR explicitly allows any data processing that is strictly necessary for the service – but using the data additionally for advertisement or to sell it on needs the users’ free opt-in consent,” said noyb.eu in a statement.

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