



## GPA Global Privacy and Data Protection Awards 2021

### Entry Form

To submit an entry to the GPA Global Privacy and Data Protection Awards please complete and email this form to [secretariat@globalprivacyassembly.org](mailto:secretariat@globalprivacyassembly.org) no later than **14 June 2021**.

Note: GPA member authorities can submit as many entries as they wish, but a separate form should be used for each different entry, submitted by the deadline above.

Languages: The GPA documentation Rule 6.2<sup>1</sup> applies.

#### 1. CONTACT DETAILS FOR THIS ENTRY

Privacy/Data Protection  
Authority:

CNIL, France

#### 2. ELIGIBILITY

By submitting this entry, I confirm that (*please tick all boxes to confirm*):

- The Authority is a member of the Global Privacy Assembly
- The initiative described in this entry was undertaken since January 2020.
- I am aware that the information in the entry (other than the contact details in 1(a) above) will be publicised by the GPA Secretariat.

#### 3. CATEGORIES

Please indicate which category you wish to enter.

*Please tick **one**; please use a separate form for each category you wish to enter:*

- Education and Public Awareness
- Accountability
- Dispute Resolution and Enforcement
- Innovation
- People's Choice

#### 4. DESCRIPTION OF THE INITIATIVE

**a. Please provide a brief summary of the initiative (no more than 75 words)**

<sup>1</sup> [GPA Rules and Procedures](#), Rule 6.2 'Assembly documents':

Without prejudice to section 4.2, Assembly documents, including accreditation and observer applications may be submitted in English or in another language. In the latter case, the documents shall be accompanied by an English version. Members with the ability and the resources to do so are encouraged to translate proposed resolutions and other Assembly documents such as the Assembly Rules and Procedures.

CookieViz 2.0 is a stand-alone, open-source and license free software developed in-house by the CNIL to raise general public awareness about unsolicited cookie tracking. It also offers to publishers a tool to audit their sites and identify potential incompliances to the RGPD and ePrivacy regulations. Finally, it has been used by CNIL to observe practices in France before the revision of its guideline and recommendation on tracker become enforceable.

**b. Please provide a full description of the initiative (no more than 350 words)**

CookieViz 2.0 is a software developed by CNIL to analyse and depict to end-users the extent of web tracking that occurs whilst browsing. It is a packaged application for Linux, Windows and Mac that embed tailor-made browser with no tracking protection, a traffic analyzer and various datavizualisation tools to display statistics on web tracking.

Statistics include:

- the third parties coverage of a user browsing history,
- a ranking of websites that use the most trackers,
- specific websites trackers.

CookieViz 2.0 can be used by website publishers to audit their website.

CookieViz 2.0 has been used by CNIL to observe web tracking practices on the most popular websites in France . The first study of webtrackers has been published on CNIL website before the revision of its guideline and recommendation on trackers become enforceable, on February 2021 (see in section Other relevant links).

CookieViz 2.0 can also be used in to follow the evolution of web tracking.

**c. Please explain why you think the initiative deserves to be recognised by an award (no more than 200 words)**

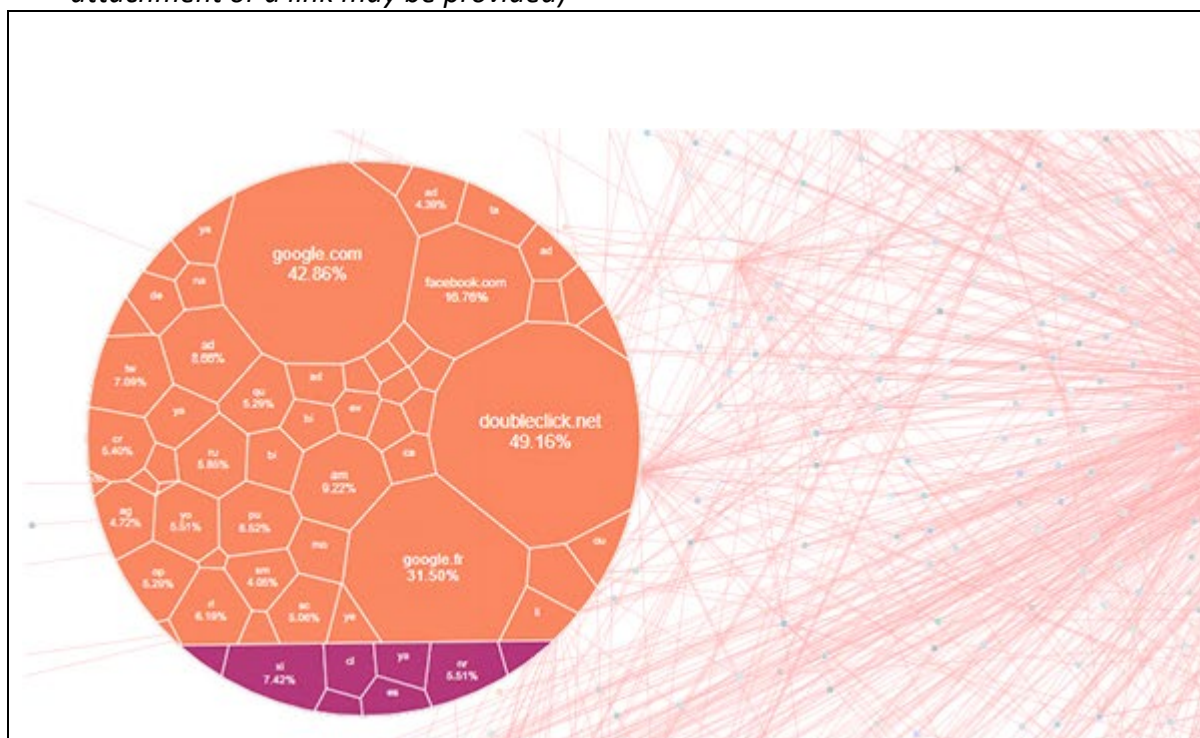
A decade ago, several browser extensions have been developed to illustrate the extend of web tracking. From the very first release, CookieViz was designed to be browser independent and to run on the main computer operating systems.

Almost ten years later, CookieViz 2.0 is the last tool freely available to end-users to observe the extent of web tracking. Browser extensions like Lightbeam are no longer maintained and the available tools mostly allow users to identify tracker on each page they visit but do not provide a clear view of how much they are tracked on the web.

Moreover, this tool has been the cornerstone of the CNIL initiative to explore new practices and enables publisher to monitor the presence of third parties on their websites. By releasing publicly the results of the study and the tool used in open-source, it provides an efficient way to raise attention on the extent of cookie tracking and the practical impact on citizen.

The licence opens way to contribute/derive new tools that could assist data controllers toward compliancy.

- d. Please include a photograph or image, if you wish (This will be published with your entry on the GPA website. The image can be pasted into the box below, be sent as an attachment or a link may be provided)



- e. Please provide the most relevant link on the authority's website to the initiative, if applicable (The website content does not need to be in English)

Cookie Viz 2 release page : <https://linc.cnil.fr/cookieviz-2-new-features-observe-hidden-web-practices>

- f. Please provide any other relevant links that help explain the initiative or its impact or success (e.g. links to news reports or articles):

Unveiling the hidden practices of the web: a new study by LINC on trackers and the advertising ecosystem <https://linc.cnil.fr/unveiling-hidden-practices-web-new-study-linc-trackers-and-advertising-ecosystem>  
Cookies: the French CNIL encourages private and public organizations to audit their websites and mobile applications : <https://cookiefirst.com/cookies-the-french-cnil-encourages-private-and-public-organizations-to-audit-their-websites-and-mobile-applications/>  
Cookies et pistage des internautes : dernier coup de semonce de la CNIL, qui publie un observatoire (in French) : <https://www.nextinpact.com/article/45914/cookies-et-pistage-internautes-dernier-coup-semonce-cnil-qui-publie-observatoire>