

## Consumer Friendly Design of Cookie Banners:

# Virtual Conference on the results of the European Good Practice Initiative on Cookie Consent Management

Date: January 26, 2022, 14:00 – 15:30 (Central European time)

Place: WebEx-Meeting (meeting link will be provided)

## Agenda

- 14:00-14:05 Welcome and introduction  
Prof Dr Christian Thorun (ConPolicy Institute for Consumer Policy, Managing Director)
- 14:05-14:15 European Good Practice Design Guidelines on Cookie Consent Management:  
The outstanding importance of digital design practices from a consumer perspective  
Secretary of State Dr. Christiane Rohleder (German Federal Ministry of Environment,  
Nature Conservation, Nuclear Safety and Consumer Protection)
- 14:15-14:25 The Essence of the European Good Practice Design Guidelines on Cookie Consent  
Management  
Dr Otmar Lell (ConPolicy Institute for Consumer Policy, Project Manager)
- 14:25-15:25 Fair and consumer-friendly online design practices and perspectives of cookie con-  
sent management. Panel discussion with
- Meike Kamp (Berlin Commissioner for Data Protection and Freedom of Information)
  - Ursula Pachl (BEUC, Deputy Director General)
  - Marcel Ritter (Telefónica Deutschland Holding AG, General Counsel)
  - Prof. Dr. Gerald Spindler (Faculty of Law, University of Göttingen)
  - Rebekka Weiß (bitkom, Head of Trust and Security)
- 15:25-15:30 Summary and outlook  
Prof Dr Christian Thorun (ConPolicy Institute for Consumer Policy, Managing Director)

The conference will be conducted in English and facilitated by Prof Dr Christian Thorun (ConPolicy, Managing Director).

If you have any questions, please contact: Dr Otmar Lell // [o.ell@conpolicy.de](mailto:o.ell@conpolicy.de) // ++49 30 2359116-19

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