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# **Subscription models on large online platforms: European opinion initiated upon request of the Hamburg DPA**

There is currently no European position on payment models by large online platforms that allow their users to use the services without personalized advertising. For this reason, the Hamburg Data Protection Authority, together with the data protection authorities of Norway and the Netherlands, has asked the European Data Protection Board (EDPB) to clarify the compatibility of such offers with the General Data Protection Regulation. The result will be available in fourteen weeks at the latest.

The German supervisory authorities had already [commented on subscription models in March 2023](#), expressing conditions for their admissibility. As part of a referral procedure, in [July 2023 the European Court of Justice \(ECJ\) ruled](#) that in principle a subscription model could be considered as an alternative to consent for the purpose of personalized advertising also for large providers of social media services. However, the ECJ did not explain in detail under which conditions this would be considered lawful.

The aim of the request is to give such providers more guidance on the European market, to establish common standards among the supervisory authorities and to be able to answer legitimate and urgent questions from users.

Thomas Fuchs comments: "Pay or okay models with reasonable prices and fair conditions as an alternative to personalized advertising on websites are well-known in Germany. Now we need to clarify at the European level whether and under what conditions payment models for large, pan-

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European online platforms are in compliance with data protection regulations. The Hamburg DPA will cooperate in this clarification with other European supervisory authorities."

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