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noyb Takes Aim at “Cookie Banner Terror” While CNIL Enforces Cookie Guidelines

Last month, the European Center for Digital Rights (more commonly known as *None of Your Business* or "noyb") launched a [new campaign](#) against the use of allegedly unlawful cookie banners by sending nearly 600 draft complaints to companies across the European Union and European Economic Area (EU/EEA). *Noyb* is the privacy watchdog organization co-founded by Max Schrems, and it has been very vocal about its new effort to end "cookie banner terror." According to *noyb*, EU privacy law requires that users be given a clear "yes" or "no" option to accept cookies, but many companies fail to provide a "no" or equivalent option on the first page of the website or use "dark-patterns," such as deceptive colors, button contrast, or a labyrinth of sub-menus to frustrate or confuse users into clicking "yes" to accept cookies.

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