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### If you trick me into sharing my data, it's personal

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By Robert Bond

Our personal information is ours to control, but more often than not, when we use apps or visit websites we are giving away more personal data than we think. Starting in 2023, regulators had been investigating organizations that designed their websites and apps to influence privacy choices. That's not fair, is it? Nudge, nudge; wink, wink!

Where consumers lack effective control over how their data is collected and used, this can harm consumers and also weaken competition, according to the regulators.

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