

SRIW welcomes eyeo

Berlin, 14 July 2020. - The non-profit association **Selbstregulierung Informationswirtschaft e.V.** welcomes its newest member **eyeo GmbH** and looks forward to future collaborations.

“With eyeo, we welcome a young, innovative and successful company as new member of SRIW. In particular, eyeo’s activities and expertise in the fields of data and consumer protection are an ideal match to SRIW’s portfolio and we are pleased to develop and implement credible and effective self- and co-regulatory frameworks together”, says Dr. Claus-Dieter Ulmer, chairman of the executive board of SRIW and Global Data Privacy Officer and Senior Vice President Group Privacy at Deutsche Telekom.

“Our membership in SRIW is a relevant component for us to develop security and data protection tools and thereby strengthening protection of consumers and the right to informational self-determination. Together with SRIW, we look forward to engaging in constructive dialogues with politics, supervisory authorities, industries and consumer organizations”, says Dr. Judith Nink, Data Protection Officer and Head of Corporate Affairs, eyeo GmbH.

About SRIW

The SRIW was founded in 2011 as an independent, private monitoring body for sector-specific codes of conduct. Since its foundation, the primary objective has been to provide the necessary independent structures to develop, manage and monitor sector-specific codes of conduct in a credible and effective manner, including complaints procedures. Derived from these values and purposes, the SRIW sees itself as a multiplier and credible partner for the development, implementation, and dissemination of innovation-friendly regulatory approaches in the information economy. The goal is to establish innovation-friendly and modern policymaking through credible and effective self- and co-regulation, especially in data and consumer protection.

About eyeo

eyeo’s mission is to put users in control of a fair, profitable web. eyeo is the developer of a suite of products that includes Flattr, Adblock Browser and Adblock Plus, an open source project that aims to rid the Internet of annoying and intrusive online advertising. Its free web browser extensions (add-ons) put users in control by letting them block ads or filter which ads they want to see. Adblock Plus is used by over 100 million people around the world. The free browser add-on is available for desktop users on Safari, Chrome, Firefox, Internet Explorer and Opera. eyeo also offers the free Adblock Browser app for mobile users on iOS and Android.