

Regulation (EU) 2016/679 of the European Parliament and of the Council
of 27 April 2016 on the protection of natural persons with regard to the
processing of personal data and on the free movement of such data (United
Kingdom General Data Protection Regulation)(Text with EEA relevance)

CHAPTER III

Rights of the data subject

Section 4

Right to object and automated individual decision-making

Article 21

Right to object

1 The data subject shall have the right to object, on grounds relating to his or her particular situation, at any time to processing of personal data concerning him or her which is based on point (e) or (f) of Article 6(1), including profiling based on those provisions. The controller shall no longer process the personal data unless the controller demonstrates compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject or for the establishment, exercise or defence of legal claims.

2 Where personal data are processed for direct marketing purposes, the data subject shall have the right to object at any time to processing of personal data concerning him or her for such marketing, which includes profiling to the extent that it is related to such direct marketing.

3 Where the data subject objects to processing for direct marketing purposes, the personal data shall no longer be processed for such purposes.

4 At the latest at the time of the first communication with the data subject, the right referred to in paragraphs 1 and 2 shall be explicitly brought to the attention of the data subject and shall be presented clearly and separately from any other information.

5 In the context of the use of information society services, ^{F1}... the data subject may exercise his or her right to object by automated means using technical specifications [^{F2}, notwithstanding domestic law made before IP completion day implementing Directive [2002/58/EC](#) of the European Parliament and of the Council of 12th July 2002 concerning the processing of personal data and the protection of privacy in the electronic communications sector].

6 Where personal data are processed for scientific or historical research purposes or statistical purposes pursuant to Article 89(1), the data subject, on grounds relating to his or her particular situation, shall have the right to object to processing of personal data concerning him or her, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

Changes to legislation: There are currently no known outstanding effects for the Regulation (EU) 2016/679 of the European Parliament and of the Council, Article 21. (See end of Document for details)

Textual Amendments

- F1** Words in Art. 21(5) omitted (31.12.2020) by virtue of [The Data Protection, Privacy and Electronic Communications \(Amendments etc\) \(EU Exit\) Regulations 2019 \(S.I. 2019/419\)](#), reg. 1(2), **Sch. 1 para. 17(a)** (with [reg. 5](#), [Sch. 1 para. 80](#)); 2020 c. 1, [Sch. 5 para. 1\(1\)](#)
- F2** Words in Art. 21(5) inserted (31.12.2020) by [The Data Protection, Privacy and Electronic Communications \(Amendments etc\) \(EU Exit\) Regulations 2019 \(S.I. 2019/419\)](#), reg. 1(2), **Sch. 1 para. 17(b)** (with [reg. 5](#)) (as amended by [S.I. 2020/1586](#), regs. 1(2), **4(4)**); 2020 c. 1, **Sch. 5 para. 1(1)**

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There are currently no known outstanding effects for the Regulation (EU) 2016/679 of the European Parliament and of the Council, Article 21.