

COMPLAINANT

See app

CONTROLLER

Unilever Sverige AB

Swedish ref.:
IMY-2024-5687

IMI case register:
CR 631039

Date:
2025-11-18

Decision pursuant to Article 60 under the General Data Protection Regulation – Unilever Sverige AB

Decision of the Swedish Authority for Privacy Protection

The case is closed.

Presentation of the supervisory case

IMY has initiated supervision regarding Unilever Sverige AB (the company) due to a complaint. The complaint has been submitted to IMY, as lead supervisory authority pursuant to Article 56 of the GDPR. The handover has been made from the supervisory authority of the country where the complaint has been lodged in accordance with the provisions of the GDPR on cooperation in cross-border processing.

The case has been handled through written procedure. In light of the complaint relating to cross-border processing, IMY has used the mechanisms for cooperation and consistency contained in Chapter VII of the GDPR. The concerned supervisory authorities have been the data protection authorities in Luxemburg, Germany, Estonia, Hungary, Italy, Norway and Denmark.

The complainant states that the company did not have a legal basis for processing the complainant's personal data through the use of cookies on its website. There was no valid consent in accordance with the GDPR. Nor was the complainant able to withdraw his consent as easily as he had given it.

In its response, Unilever Sverige AB essentially stated that it had processed the complainant's personal data on the basis of Article 6(1)(a) of the GDPR, that consent had been obtained, that clear information had been provided on how consent could be withdrawn, and that consent could be withdrawn by clicking on a floating banner.

On September 11, 2025, the Austrian Data Protection Authority announced that the complainant would like to withdraw her complaint.

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Motivation for the decision

IMY shall handle complaints about incorrect processing of personal data and, where appropriate, investigate the matter to which the complaint relates (Article 57(1)(f) of the GDPR). The Court of Justice of the European Union has stated that the supervisory authority shall investigate such complaints with due care.¹ According to Section 23 of the Administrative Procedure Act (2017:900), an authority shall ensure that a case is investigated to the extent required by its nature.

The complainant has announced that she wishes to withdraw her complaint. Against this background, IMY finds no reason to take any further action in the case.

The case is therefore closed.

This decision has been made by specially appointed decision maker [REDACTED]
[REDACTED] after presentation by legal advisor [REDACTED].

Appendix

The complainant's personal data

How to appeal

If you wish to appeal the decision, you should write to the Swedish Authority for Privacy Protection (IMY). Indicate in the letter which decision you wish to appeal and the change you are requesting. The appeal must have been received by IMY no later than three weeks from the day you received the decision. If the appeal has been received in time, IMY will then forward it to the Administrative Court in Stockholm for review.

You can e-mail the appeal to IMY if it does not contain any privacy-sensitive personal data or information that may be covered by confidentiality. IMY's contact information is shown in the first page of the decision.