# The UK’s GDPR Overhaul: 5 Things to Be Aware Of

As the United Kingdom (U.K.) evolves in a post-Brexit world, one of the areas that digital marketers will be keeping a close eye on will be the forecasted updates to data legislation. There is plenty of speculation on what form these changes may take, whether that be abolishing the barrage of cookie consent mechanics as users land on-site or the simplification of the legislation overall, making it easier for businesses to understand and apply.

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