

How to Calmly Pause Data Overreach – Your 5 Minute Article 21 Guide

This guide explains how to use your UK GDPR Article 21 Right to Object in clear, plain language.

1. Your Right to Object Still Stands

The Digital Identity & Attributes Act 2023 does not remove or override Article 21.

You can still object whenever data collection feels excessive, unclear, unnecessary or disproportionate.

2. Direct Marketing – Absolute Right

If you object to direct marketing, the organisation must stop immediately. No balancing test, no exceptions.

3. Other Processing – The Balancing Test

When you object to processing based on legitimate interests or public task, the organisation must pause, assess your objection fairly, and respond. They may continue only if they can demonstrate compelling legitimate grounds that override your rights or if the data is needed for legal claims.

4. Send Your Objection

Use the template provided on the Sovereign Freedom Outpost website. Keep your message calm, clear and proportionate. Ask them to explain their lawful basis and why the data is needed.

5. What to Expect Next They must respond. If they refuse, they must justify it. You may escalate to the ICO if their reasoning is unclear, inadequate or disproportionate.

6. Stay Calm, Stay Lawful Article 21 puts the burden of justification on the organisation – not on you.

You are simply asking them to follow the law.

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