

Press Release

## IKEA applauds privacy

The European Union's GDPR were rolled out Friday the 25th of May. And it's sure to make privacy easier on the internet. To celebrate privacy online becoming simpler, IKEA spoke up with a post.

IKEA wants to make everyday life better for the many people. Their simple, accessible home furnishing solutions have been in and out of homes all across the globe. Much like how GDPR will now simplify our lives on the internet, IKEA has been aiming to simplify them offline. That's why IKEA chose to celebrate the implementation of GDPR, recognising the same simplification that's part of their own DNA. The celebration was a post that highlighted IKEA's own expertise of designing privacy in real life – with the room divider RISÖR – and a headline that applauds accessible integrity. Online, yes! But offline as well.

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