"We appreciate the initiative of this research and we agree it is valuable for users to be informed about how data collection works online. We also believe in educating and empowering users, and support all efforts that contribute towards this purpose.

This is also what informs the approach we have chosen in our own browsers. While Opera comes with built-in tools to block ads and trackers, the results of this test have been produced with these features deactivated. In our approach, rather than hiding such features behind Settings screens or turning everything on without any notification, we inform users of these options at first install, and encourage them to activate these features before they have even started using the browser.

We believe this approach is more effective than simply having everything on by default. Our onboarding process cannot just be skipped, and as a result users cannot miss these features. Our aim is that when they start using the browser, they are better informed and as a result, better protected.

As further noted in your article, there is a balance to strike between blocking trackers and degrading the user experience. Aggressive blocking has been shown to break website functionality, and adversely impact users who might not have the know-how to identify the problem. Our approach aims to better strike that balance between keeping users informed and protected as well as ensuring a good experience.

We value the input of the community and constantly reexamine our processes in order to continue improving our products and providing a safe and positive experience for all users in a rapidly evolving web, where, it seems, third-party cookies will be playing less and less of a role."