Seven European consumer groups filed complaints against Google with national regulators Tuesday, accusing the internet giant of covertly tracking users' movements in violation of an EU regulation on data protection.

The complaints cited a study by the Norwegian Consumer Council that concluded the Internet giant used "deceptive design and misleading information, which results in users accepting to be constantly tracked."

Council official Gro Mette Moen charged that "Google uses extremely detailed and comprehensive personal data without an appropriate judicial basis, and the data is acquired by means of manipulative techniques."

Complaints against Google were filed in the Czech Republic, Greece, Netherlands, Norway, Poland, Slovenia and Sweden.

They are based on the EU's General Data Protection Regulation (GDPR), which took effect in May.

Google responded by saying that "Location History is turned off by default, and you can edit, delete, or pause it at any time. If it's on, it helps improve services like predicted traffic on your commute."

"If you pause it, we make clear that—depending on your individual phone and app settings—we might..."
still collect and use location data to improve your Google experience."

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