



# Cooperating to maximise enforcement outcomes in the EU consumer digital market

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# Why enforcement of consumer law needs to be digitally fit?

- To cope with :
  - **The dematerialisation of transactions**
  - **The dematerialisation and internationalisation of traders**
  - **The multiplication of intermediaries**
  - **The speed and spread of harmful practices**
  - **The explosion of new online business models**
  - **The development of direct online sales from non EU countries**
- To maintain consumer confidence and a level playing field

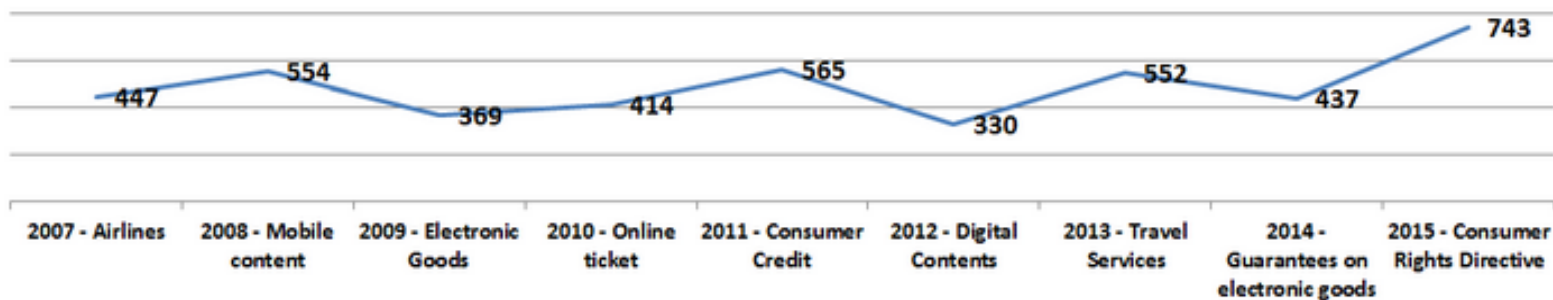
**The Commission's DSM policy response: New tools for more rapid, agile & consistent enforcement of consumer rules**

# Available cooperation tools

## 1. Sweeps

- EU-wide, simultaneous screening of websites for breaches of consumer law
- Followed by enforcement actions from national authorities
- Compliance rate: 30-50% before sweep vs. 80-95% after sweep

Number of swept websites



## 2. Coordinated CPC actions: the social media example

- Leading authority: DG for competition policy, consumer affairs & fraud control (FR)
- Main issues:
  - modification/removal of unfair terms
  - notice and take down procedure to fight frauds and scams
- Technical meetings with Facebook, Twitter and Google on 16 March 2017
- Social media operators are now working on proposing detailed measures on how to comply with the EU regulatory framework

## 3. Targeted Studies: the m-payments example

- Create the knowledge base on a rapidly evolving new mode of purchase: actors, business models, market size, trends
- Identify issues consumers face when using m-payment facilities
- Analyse challenges created for the implementation of EU legislation
- Assess eventual needs for a CPC joint action
- Study to be concluded in July 2017

## 4. Specialised Working groups

- **Subscription traps**

- Leading authority: Authority for Consumers & Markets (NL)
- Focus on subscription traps through social media
- Address concrete cases using evidence provided by ECCs
- Next steps:
  - Develop preventive measures (e.g by alerting social media operators)
  - Work with payment means providers
  - Work on joint communication campaigns with ECCs

# 5 capacity building schemes: the E-enforcement academy

- **What:** capacity building project to support the work of national authorities to create common tools & methods to face the challenges of online trade
- **Who:** CPC & product safety authorities
- **When:** 2017-2019
- **How:** articles, reviews, e-learning modules, tutorials, webinars, workshops, meetings, assistance to trainees