



CALL FOR ACTION

DRAWN UP IN THE WAKE OF THE
EUROPEAN CONSUMER DAY 2023

Legislation:

- **Make best use of the legislation that we already have:**
 - the **legal framework** that is already in place, especially the **Unfair Commercial Practices Directive**, and the new possibilities offered by the **DMA** and the **DSA**;
 - new **digital/AI tools**;
 - **cooperation** with established **networks**;
 - **voluntary commitments** by businesses.

Compliance:

- Ensure that businesses **comply with European consumer law**.
- Maintain **dialogue** between industry and other stakeholders.
- Ensure that **influencers** are transparent about their funding and comply with consumer legislation.

Consumer protection:

- Ensure that consumers are **empowered and know their rights** (concept of co-enforcement).
- Provide more and better **protection for consumers against the multitude of unfair practices** they face in the data economy, of which they are not even aware.
- Waive the **requirement for consumer complaints**, and ensure **super-complainant status** for consumer protection organisations.
- Develop a new field of scientific study and practical application called "**Consumer forensics**" – a research agenda for **public interest technology** and **European law enforcement** focusing on detecting, measuring and ranking consumer protection violations on digital markets.

Enforcement:

- Ensure that we have competent authorities with **adequate investigation and enforcement powers** and a **bold interpretation of consumer legislation** in line with the new challenges.
- Promote a "**single market enforcement culture**", so that Member States do not act in isolation.
- Develop **more regulatory coherence** and **coordinate enforcement** within Member States, both among themselves and with the European Commission.
- Grant **stronger powers to the Commission** in the event of major EU-wide infringements, as well as to **national authorities** of the CPC Network.

Protecting minors online:

- Stress **special liability for the social media platforms** regarding minors.
- Promote **safety by design** approaches and ban practices like information filtering, profiling and decision-making that can be biased against children.
- Fight **fake news**, since young people in particular also use social media as a source of information.
- Set **minimum standards for consumer protection of children online**, especially focusing on persuasive design.

Field-specific research:

- Conduct further **research** in the area of **online protection of children**, both qualitative and quantitative, working across disciplines.
- Launch longitudinal studies, which are necessary to see the **impact on the mental health and well-being** of children.
- Ensure **better access to data** for researchers from social media platforms.