



Seminar 1

CONSUMER INFORMATION IN THE DIGITAL SINGLE MARKET

Outline Programme

ROOM AB-0D

14:30 - 15:50

EVOLUTION? OF PLATFORMS AND GATEKEEPERS: HOW TO ENSURE CONSISTENT AND EFFECTIVE CONSUMER INFORMATION ON PLATFORMS.

Platforms, such as e-commerce platforms, web hosting services, or TV and game console interfaces have become gateways for companies wishing to trade online and reach consumers. They hold the key to large parts of e-commerce. They also determine the shopping process and what information consumers receive when they buy online.

The purpose of this session is to answer the following questions:

1. *What consumer-relevant platforms are there?*
2. *What are the criteria for e-shops to decide which service/platform they will use?*
3. *Are these services/platforms good enough in the way they frame consumer information?*
4. *Do they actively try ensuring that traders comply with existing legislation?*

To introduce the discussions, the following speakers will deliver “fire-starter” presentations:

- *Jean-Rémi Grataudour* - www.dessinoriginal.com
- *Stefan Krawczyk* - Associate General Counsel, eBay
- *Isabelle Buscke* - Verbraucherzentrale Bundesverband e.V

Moderator

Veronica Manfredi - Head of Unit, Consumer and Marketing Law, DG Justice and Consumers, European Commission

The presentations will be followed by an interactive debate with the audience.

15:50-17:10

REVOLUTION? MACHINES TALKING TO MACHINES: WHICH ROLE FOR CONSUMER DECISIONS AND CONSUMER INFORMATION?

By 2020, it is estimated that the number of connected devices will grow by 25 billion. The Internet of Things (IOT) will be embedded in every aspect of a consumer's daily life. The rising capacity of machines to interact and take decisions, also in light of the amount of available information, may put under pressure even more the current model of ‘informed consent’, where a consumer takes a rational decision on the basis of information received.

This purpose of this session is to answer the following questions:

1. *How does such technology influence consumers and how will this evolve in the IoT era?*
2. *How much decision will be left to consumers?*
3. *Who will be responsible for decisions that have a large machine-to-machine component?*
4. *What is the impact of this revolution on EU legislation?*

To introduce the discussions, the following speakers will deliver “fire-starter” presentations:

- *Dan Lieberman* - Samsung Smart Things
- *Hugh Stevenson* - Deputy Director, Office of International Affairs, US Federal Trade Commission
- *Chris Speed* - Chair of Design Informatics, School of Design, University of Edinburgh

Moderator

Dirk Staudenmayer - Head of Unit, Contract Law, DG Justice and Consumers, European Commission

The presentations will be followed by an interactive debate with the audience.

17:10 – 17:30

CONCLUSIONS AND KEY MESSAGES

from the workshop to report to the Summit plenary session on Day 2.

Rapporteur

David Ortega - Organización de Consumidores y Usuarios

