

Digital Single Market

DSM blog post

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How can you improve user confidence online?

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Lack of trust is seriously hampering e-commerce in Europe. Almost two thirds of consumers who had not made a cross-border distance purchase in 2010 were worried about falling victim to scams or frauds or cited concerns about what to do if problems arose and half of them were worried about delivery.

To address these concerns, various [online trust mark schemes](#) [2] already exist in Europe, but what is their real impact on consumer behaviour and what does it take for the successful schemes to be sustainable and scalable?

These issues will be discussed at the [Digital Agenda Assembly](#) [3] in Brussels on 16-17 June in a workshop called "[building confidence for the digital single market](#) [4]".

Keep yourself updated about the Digital Agenda Assembly by following [#daa11eu](#) [5] on Twitter. Give feedback on this workshop with the [#daa11trust](#) [6] hashtag!

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[2] http://ec.europa.eu/information_society/newsroom/cf/fiche-dae.cfm?action_id=175&pillar_id=43&action=Action_17: Stakeholder platform for EU online trustmarks

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