



Published on *Digital Single Market* (<https://ec.europa.eu/digital-single-market>)

[Home](#) > How can you improve user confidence online?

Digital Single Market

12 May 2011

How can you improve user confidence online?

Menu

Published 12 May 2011

Updated 28 October 2014

---Posted by [Michal HRBATY](#) [1], DG INFSO, Legal Officer, Workshop organiser at Digital Agenda Assembly

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!

Share this page

Source URL: <https://ec.europa.eu/digital-single-market/en/blog/how-can-you-improve-user-confidence-online>

Links

[1] http://ec.europa.eu/information_society/events/cf/daa11/person.cfm?personid=24207&eventid=daa11

[2] http://ec.europa.eu/information_society/newsroom/cf/fiche-dae.cfm?action_id=175&pillar_id=43&action=Action17: Stakeholder platform for EU online trustmarks

[3] http://ec.europa.eu/information_society/digital-agenda/daa/index_en.htm

[4] http://ec.europa.eu/information_society/events/cf/daa11/item-display.cfm?id=5995

[5] http://pipes.yahoo.com/pipes/pipe.run?_id=d4529aab6d88a333bab8e438c4e7ca48&_render=rss&tag=daa11eu

[6]
https://pipes.yahoo.com/pipes/pipe.run?_id=d4529aab6d88a333bab8e438c4e7ca48&_render=rss&tag=daa11trust