



Position Paper

2014-2019: EMOTA Key policy priorities for the EU Digital Single Market for products and services

EMOTA¹'s main goal is to assist policy makers in removing any barriers to cross-border trade. EMOTA's commitment to a barrier free EU Single Market is long standing and can be traced across all our positions and actions. We are making the following comments with the aim to constructively contribute to the debate over the future of the EU Digital Single Market for products and services by reflecting the views of online sellers across 17 markets, including the largest.

European e-Commerce 2015-2019: what to expect?

EU online sellers are facing a growing international competition in addition to the remaining barriers encountered in the EU Digital Single Market. The EU should help online businesses in their efforts to be competitive, trustful and attractive not only for European but also international consumers. This can only be achieved with a legal framework which is designed to promote legal certainty in a fast moving digital environment.

EMOTA, the European association representing over 80% of the total European e-commerce turnover is working together with the EMOTA Members to bring constructive input to the EU policy makers. EMOTA actively supported all initiatives meant to reduce costs and legal fragmentation. In 2014 EMOTA launched a new initiative to establish a common set of criteria and accreditation for eCommerce trustmark schemes.

Our initiative is meant to boost consumer confidence in cross-border shopping through ensuring that eCommerce trustmarks are well positioned to reflect and address the consumer concerns in cross-border trade.

Policy Priority 1: A new set of fully harmonised data protection rules, built on principles and aiming to encourage the use of data in eCommerce and in the European online industry

- a. Full harmonisation is crucial
- b. Focus should be on principles and enforcement, not methods
- c. Should reduce unnecessary duplication and administrative burdens
- d. Well balanced definitions (personal data; consent; legitimate interest; risk; profiling) aiming to promote the secure use of data without overburdening online businesses

¹ EMOTA, the European eCommerce and Omni Channel Trade Association, is the European level umbrella federation representing online and distance sellers across Europe. The main mission of EMOTA is to promote eCommerce and Distance Selling and help policy makers remove any barriers to cross-border selling. Transparency register N° 11251212351-96



Policy Priority 2: A fully harmonised set of consumer protection rules

- a. A harmonised transposition of the 2011 Consumer Rights Directive
- b. Continue the harmonisation process via instruments such as the Common European Sales Law

Policy Priority 3: A seamless, competitive Single Market for Parcel Delivery

- a. Ensure full transposition of the EU Postal Framework
- b. Support the development of information sharing tools for cross-border parcel delivery (by the industry)
- c. Consolidate the information on formatting requirements in cross-border delivery (addressing, labelling, mail boxes)
- d. Promote a competitive information exchange between sellers and carriers allowing full track and trace and additional services

Policy Priority 4: A competition oriented Single Market for payments

- a. Remove non-competitive fees
- b. Ensure proper enforcement of competition rules
- c. Support the development of a true pan-EU payments system
- d. Support the use of new technologies (digital signatures, device signatures, digital currencies)
- e. Complete reform of the EU Payment Services Package

Policy Priority 5: a competition and taxation policy for the digital age

- a. No new taxes should discriminate against online sales
- b. Remove any anti-competitive tax loopholes
- c. Remove any anti-competitive tax exemptions
- d. Ensure that personal data, search engines, intellectual property rights, technical standards, EU legislative initiatives, distribution agreements or customs arrangements are not used as backdoors to distort competition in the online sector or to discriminate against the online sector

Policy Priority 6: building trust in all things digital

- a. Support industry initiatives that bring a high level of quality and service at the pan-EU level ecommerce
- b. Initiatives aimed at trust have to include policy makers, consumers and industry bodies in a concerted approach addressing any concerns through coordination and accountability
- c. Trust mechanisms have to promote competition and a better service
- d. Policy initiatives in the area of trust (e.g. eID, trust services, privacy seals) have to be designed to promote competition, consumer education and choice in a cross-border context.

About EMOTA:

The European Multi-Channel and Online Trade Association, EMOTA, represents the European eCommerce and Distance Sellers in 15 countries. The EMOTA membership accounts for more than 80% of the total eCommerce and Distance selling volumes in the EU.

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