



European Consumer Summit

1-2 April 09, Brussels

ANEC intervention at Policy Workshop 1 “Consumer challenges and opportunities in the digital world” by Chiara Giovannini, ANEC Research & Innovation Manager:

- The digital consumer faces new challenges on-line: loss of privacy, security and user control as well as tracking and behavioural monitoring
- Privacy and security on-line can be enhanced through intelligent design
- Use of mobile devices to access the internet raises the risks of identification of geographical location and targeted advertising
- ANEC studies show consumers expect the highest privacy settings by default in websites as well as consumer-friendly web design (no small print for privacy policies, terms and conditions of contract easily accessible on home page)
- Certification trust marks can play a role in reassuring consumers (e.g.: CEN CWA eTrust)

ANEC in Brief

ANEC is the European consumer voice in standardisation, representing and defending consumer interests in the development of technical standards, in the application of certification schemes to standards, and in the creation or revision of legislation on products and services. ANEC brings together national consumer organisations from the EU Member States and EFTA countries in order to define European positions on matters affecting consumer protection and welfare. ANEC receives funding from the European Commission’s DG SANCO and the EFTA Secretariat. It relies too on the participation of volunteer experts which is considered a contribution in kind. Consumer participation in standardisation is crucial. Consumer representation complements the business view, and goods and services based on standards developed with effective consumer participation can be more easily accepted in the market place. In the EU context, consumers ensure that the public interest is represented in the standardisation work that complements European legislation and broader public policy initiative