

DIGITAL FAIRNESS ACT

BETTER ENFORCEMENT, NOT MORE RULES

Europe already has strong consumer laws that apply across all B2C businesses and are reinforced by the digital rulebook. The priority now should be to enforce them effectively.

Practices already covered by EU law

UCPD DSA GDPR

DECEPTIVE INTERFACE DESIGN

Misleading and aggressive practices are banned.



UCPD

FALSE URGENCY CLAIMS

False urgency and fake scarcity claims are banned.



UCPD DSA

SPENDING AND TIME-USE LIMITS

Existing rules and tools tackle addictive design risks.



UCPD CRD DSA

SUBSCRIPTION TRAPS

Mandatory easy withdrawal function.



UCPD CRD

FREE TRIALS AND AUTO-RENEWALS

Trial terms and payment obligations must be clear upfront.



DSA GDPR

PERSONALISED ADVERTISING

Data use, transparency, and targeting rules apply.



CRD GDPR AI ACT

AI-POWERED CHATBOTS

Human oversight required in high-risk and already regulated cases.



UCPD DSA AVMSD

INFLUENCER MARKETING

Paid promotions must be disclosed.



UCPD Unfair Commercial Practices Directive

GDPR General Data Protection Regulation

AI ACT Artificial Intelligence Act

CRD Consumer Rights Directive

DSA Digital Services Act

AVMSD Audiovisual Media Services Directive