

# World Consumer Rights Day

15 March 2018

#BetterDigitalWorld



The possibility of buying products and services online has opened a vast array of choices for consumers. This new way to trade brings about many challenges. Although new technologies, including the Internet, have the potential to improve consumers' everyday lives by making a greater range of products and services available, they also pose several challenges in terms of protection of traditional consumer rights in an online environment, such as private data protection and accessibility by vulnerable consumers.

Standards help create fair and secure  
digital market places.



CEN and CENELEC with the support and expertise of ANEC, the European consumer voice in standardisation, are strongly committed to supporting consumer rights in Europe by developing European Standards (ENs) that contribute to the creation of a  
  
#BetterDigitalWorld.

On World Consumer Rights Day we join the global  
campaign to build a fair and secure  
digital market places consumers can trust.



CEN - European Committee for Standardization

CENELEC - European Committee for Electrotechnical Standardization

ANEC - The European consumer voice in standardisation

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# Inclusion

Before buying anything online, consumers should be able to access websites



Websites can be designed to be accessible, by simply following the worldwide acknowledged accessibility guidelines which are incorporated in a European Standard ANEC helped to develop: EN 301 549 “Accessibility requirements suitable for public procurement of ICT products and services in Europe”. A revised version of the standard was published in April 2015 and is available online.

# Online protection

Once online, privacy and data protection are essential to create a secure digital environment for consumers.



## Privacy:

As the increased use of technology goes hand in hand with more personal data being captured and stored digitally, the need for securing data protection becomes a central point of concern for consumers worldwide. Failure to properly manage data collection not only threatens the EU citizens’ human right to privacy, but it also causes society to be less safe and companies to lose the trust of their customers. Therefore, it is important that security technologies cater for data protection requirements in the technical design specifications and day-to-day business practices of service providers.

ANEC is participating in the CEN-CENELEC Joint Technical Committee 8 ‘Privacy management in products and services’ tasked with the development of a European Standard on ‘Data Protection and Privacy by Design and by Default’.

## Data Protection:

ANEC is also contributing to the work of CEN-CENELEC Joint Technical Committee 13 ‘Cybersecurity and Data Protection’ to develop standards for data protection, information protection and security techniques, with specific focus on cybersecurity.

# Cross border e-commerce



European and international standards can play an essential role in supporting legislation on cross-border e-commerce, by offering for example guidance on good practice in areas such as complaints handling (EN 14012:2008 ‘Complaints handling principles’, which reflects the damage and loss incurred in e-commerce), postal services, online review sites and trust schemes.



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