

Euroopan komissio
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Digital Fairness Act

- Finnmedia supports the general views of the Finnish government that consumer protection should aim for horizontal and sufficiently general regulation and avoid new sector specific regulation. The products sold in the media industry are partly digital, partly physical, and partly a combination of the two forms, and consumers expect the same simple rules to apply to all media products.
- Despite what is said above, the special role of journalistic media in safeguarding freedom of speech, democracy, and information resilience should be better acknowledged in the regulation of the digital environment. Internet services or online services are no longer a distinct category, but rather a variety of services operate online, which should be regulated primarily on their own terms. Ensuring the operational conditions of journalistic media in the online environment is part of media policy that safeguards freedom of expression and democracy.
- Consumer protection should also follow the principles of risk-based regulation and proportionality, so that the obligations of operators are scaled according to their respective market size, similar to the Digital Services Act. Regulation should guarantee fair competition conditions in the platform economy and ensure the conditions for reliable journalism as part of online service offerings.
- An essential part of the media's consumer relationship is also ePrivacy directive, which urgently needs updating. Editorial cookies and audience measurement should be free from separate consent, and the regulation of advertising cookies should enable fair competition between journalistic media and platforms. It is also important that data protection rules are applied coherently in relation to consumer protection.

- Media services should also be able to be offered without restrictions to the so-called consent or pay model, and more specifically, should not be subject to restrictions on the validity of consent that may be imposed on platforms with a dominant market position. In this respect, it is good that Finland's draft position emphasizes the interoperability of consumer protection with data protection, digital, and data regulations.
- At a general level, EU consumer legislation should aim to reduce information obligations, as also stated in the Finnish draft position. Excessive and intrusive information obligations easily turn against their purpose, making the consumer less informed. It is necessary to carefully weigh in which situations features of online services such as addictiveness, dark patterns, or inappropriate personalization methods need to be restricted by new regulation. Misleading the consumer in marketing is already prohibited, and the weakened trust in online services observed by the commission is likely largely due to online operators who do not comply with the law at all.