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### **New consumer protections to apply under Digital Services Act**

As of 25 August, large search engines and online platforms<sup>1</sup> designated by the European Commission will have to begin to comply with one of the EU's major laws to bring about a safer and more accountable online environment.

The obligations for these large platforms in the Digital Services Act (DSA) include having to be transparent with consumers about why they are recommending certain information and to keep tabs on sellers on online marketplaces. Consumers will have the right to choose recommendation systems that are not based on profiling. It will also no longer be possible for platforms to display adverts based on profiling using children's personal data or a person's sensitive data, such as sexual orientation or their political opinions.

Monique Goyens, Director General of the European Consumer Organisation (BEUC), said: "This law became essential after it was clear platforms were turning a blind eye to illegal activities going on under their noses or did not provide consumers with adequate choices on recommender systems, or the right protections. The likes of Google, Amazon or Meta will now face greater regulatory scrutiny in these areas.

"Some companies like Amazon and Zalando are desperately fighting their designation as a large online platform but, frankly, if they aren't one, then who is?

"We now need to see compliance, not long legal battles, from these large platforms so that they better protect consumers. If they don't comply, we expect to see the Commission and member state authorities swiftly stepping in to make clear that no one is above the law."

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<sup>1</sup> These for example include Amazon Store, Google Search and Facebook. For a full list, see [here](#).