

NOTE

This is background to the news from the EASA newsletter May 2022 The European Commission has launched a [Fitness Check on digital fairness in the EU consumer law](#).

Initially announced in the 2020 New Consumer Agenda, this fitness check takes place in the wake of two Commission's notices updates: the UCPD Guidance and CRD Guidance. The objective of the fitness check is to assess the adequacy of the existing EU legal framework in dealing with consumer protection issues such as, inter alia, consumer vulnerabilities, dark patterns, personalisation practices, influencer marketing, marketing of virtual items and the addictive use of digital products.

The Fitness Check may lead to a new legislative proposal or measures for enhanced implementation and enforcement. A call for evidence remains open until 14 June, and a public consultation will take place in Q4 2022, along with other consultations targeted at some stakeholders. EASA will consult its members and contribute to these consultations.

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