

**Question for written answer E-003242/2015
to the Commission**
Rule 130
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Subject: Data protection in online shopping

Half of EU citizens are inclined to Internet shopping, which is a great improvement compared to previous periods. If we compare these details with the fact that 80 % of households in the EU have access to the Internet, then we can see that there is potential for a 60 % increase in the number of online customers.

One of the main barriers to online shopping is 'customer data protection', i.e. the fact that a large number of potential online customers have no confidence and do not want to provide their private data over the Internet.

What is the Commission doing when it comes to online customer data protection and promoting safe online shopping among EU citizens?