

**Question for written answer E-004776/2017
to the Commission**

Rule 130

Ivan Jakovčić (ALDE) and Jozo Radoš (ALDE)

Subject: Digital platforms for advertising, reviews, recommendations and evaluations of products and services

The development of internet and IT technology has led to the development of an increasing number of products and services, and has contributed towards building a different type of relationship and interaction among actors on the market of traditional, existing products and services. For example, various possibilities for online reviews, recommendations and evaluations of products and services have emerged, which were developed in certain economic sectors. Such services, apart from eliminating the middlemen between clients and service providers, contribute both to improving the quality of the products and services and better consumer information. Such online possibilities are increasingly available in tourism, hospitality and services. There are various online services and service providers whose success is a result of it being possible for users to immediately assess, evaluate and recommend a service directly, thus becoming a signpost for future users. The abuse of such digital options such as irresponsible disclosure of false, unreliable or unchecked content can cause damage to both economic operators and consumers. In this regard, the World Tourism Organisation has adopted recommendations which should contribute to responsible usage of online reviews and evaluations on digital platforms in order to ensure the reliability and usefulness of such content.

Does the Commission plan to develop measures or recommendations which should increase responsibility, reliability and truthfulness of published information, which would safeguard consumers and economic operators?

Is the Commission considering options to create a legislative framework for sanctioning deliberate abuses of the above-mentioned digital platforms?