

E-commerce Directive

Cornerstone of the Internal market

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Outline

1. Objectives
2. Pillars
3. Evolution
4. Assessment



1. Objectives

Developing ecommerce and internal market

One proportionate set of rules

- Country of Origin and Harmonisation

Trust

- Users and Member States
- Sharing responsibility for safe Internet



2. Pillars of the Directive

Internal market

- Clause and no prior authorisation



Protection on consumers and users

- Transparency - Advertising - Electronic Contracts



Liability exemption

- For 3 types of services: mere conduit, caching, (passive/neutral) hosting

Effective enforcement

- Code of Conducts - Out-of-Courts dispute resolution
- Cooperation between Member States
- Sanctions



3. New Risks and Opportunities

New platforms

- Some are bigger
- Many are more interactive

New technologies

- Big data
- Automation and AI

New laws

- EU level: Need of coherence
- National level: Increasing risk of internal market fragmentation



4. Assessment

Internal market

- Deliver important economic benefits
- Sometimes, weak cooperation between Member States

Liability exemptions

- Scope not always clear and adapted to new platforms
- Which balance between human rights and who decide?

New Ways of Enforcement

- Participatory regulation
- Use of AI



**Thank you for your
attention!**