

EU Commissioner Didier Reynders has joined Euroconsumers and Google Europe to discuss their report on Digital Responsibility.

The webinar covered important insights concerning family safety, digital well-being, privacy and safety, at a moment where ensuring a fair and just digital transition is on top of the EU Commission's political agenda. There is no doubt that to improve the digital ecosystem and to exploit its full potential, consumer's trust is key. In a quest to address the many challenges to that regard, all parties stressed the need to pursue a track of dialogue and collaboration between stakeholders representing consumers, businesses and policymakers.

To celebrate the recent release of the "Improving the Ecosystem: A Digital Responsibility report", co-written by Euroconsumers and Google Europe, a panel was convened to discuss its results. The panel consisted of EU Commissioner for Justice Didier Reynders, Kate Charlet, the Director of Data Governance at Google Europe and Els Bruggeman, Head of Policy and Enforcement at Euroconsumers. The discussion was moderated by Alberto Alemanno, Founder of The Good Lobby.

The report concerned is based on representative data collected by Ipsos concerning the digital behavior of adults and children. An interesting finding from the report is that 53% of adults are concerned with the digital behavior of their children while only 24% of adults are concerned about their own use of digital technology. Moreover, when it comes to data privacy, the majority of adults (69%) believe that online data collection makes it difficult for consumers to protect their privacy. Other fascinating insights can be found [here](#) in the report on the Euroconsumers' website.

During the webinar released on March 9th, ahead of the publication of Europe's digital decade, EU Commissioner Didier Reynders explains that he shares concerns over digital well-being, safety, privacy and security: *"The protection of privacy is a real concern, we have been working on this for some years in Europe and we also discuss it with our partners, including the US. Maybe one day we will have not only legislation at a state level in the US but maybe also a federal legislation on privacy. We need to build more and more trust between the consumers and the companies. It is also key between the citizens and the authorities, which manage their personal data. For example, in the context of the current pandemic, the strength of the legislation and citizen' trust was essential in getting citizens to sign up to using voluntary contact tracing apps".*

In a reaction, Kate Charlet from Google Europe clarified that *"the work we have done with Euroconsumers has reinforced that putting the consumer front and centre needs to be an important guide" and "the best way for companies to do this is not just with words but to lead with product"*.

Els Bruggeman from Euroconsumers stressed the need to ensure responsible digitalisation and consumer trust, so the digital world can reach its full potential. In this regard, dialogue and collaboration are key: *"We are convinced that by talking to each other, touching base, and joining forces, each from our own perspective, we can do more. Every match we can find between consumers' needs, stakeholders, and the capabilities of market players is a step forward to a balanced ecosystem that is able to respond in a better way to the pressing challenges"*.

Euroconsumers and its national member organisations will continue to feed the dialogue with digital firms and EU decision makers to build a healthy digital ecosystem together.

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